10/15/40

STAX

BROADCASTING

Broadcast Advertising

Vol 19 • No. 8

OCTOBER 15, 1940
WASHINGTON, D. C.

Canadian and Foreign
$4.00 the Year

$3.00 the Year
15c the Copy

Published Semi-Monthly, 25th issue (Yearbook Number) Published in February

RECEIVED
OCT 21 1940
MIAMI UNIVERSITY
LIBRARY

Oct. 15, 1940

SCHOOL OF BUSINESS ADMINISTRATION
Miami
University

"... AND 44.6% SPLIT THEIR VOTES AMONG SIXTEEN OTHER STATIONS!"

● The largest and most accurate radio poll ever taken in Iowa—conducted along exactly the same lines as famous "sampling" tests—shows that a majority (55.4%) of all the Iowa radio audience "listens most" to WHO—whereas the remaining 44.6% "listen most" to one or another of *sixteen* radio stations.

As a matter of fact, our *nearest competition* for the Iowa audience's preference gets only 9% of the vote—and six of the sixteen get less than 1%, each (daytime figures).

Honestly—when you consider that WHO costs hardly more than any *two* of these "competitors"—isn't this the station to carry your message out here? Tell us what your budget allows for Iowa. We'll send you an immediate analysis of the possibilities. How about *today?*

WHO
+ *for* IOWA PLUS! +

DES MOINES . . . 50,000 WATTS

J. O. MALAND, MANAGER

FREE & PETERS, INC. . . . . National Representatives

Beautiful to Behold

but . . . .

What Goes on Inside?

★

AS AN eloquent spokesman of the traditions and accomplishments of a great nation, our Capitol building faces each day's rising sun with a silent awe-inspiring grandeur that has thrilled millions. $26,000,000 have gone into its hallowed walls—its stately Corinthian columns and pilasters—its magnificent dome, gloriously crowned by "Freedom". All this—and more—represents something that is truly fine and beautiful in the way of American living.

It is to this completely impressive symbol of the world's greatest body of free people that we look for those accomplishments that will continue to promulgate the American modes and manners of a people, which have been written in bold headlines with a pen dipped in the rich, red blood of true patriotism that all might read.

Next November 12 our Nation goes to the polls to say what shall go on inside this fairest of all the remaining symbols of democracy. Men will be chosen to represent our people in shaping the destiny of the Nation. The broadcasting industry advises, "LISTEN BEFORE YOU VOTE"!

And, like our own magnificent Capitol building, what goes on inside a business is what really counts most. It is the men who shape the instruments and not the building in which they are shaped, that measure the scope of success. The selection of the men is the thing!

In step with such reasoning, may we suggest to American business institutions bent on reaching the 3,051,000 people in our primary service area of Eastern Ohio, Western Pennsylvania and Northern West Virginia ("The Steel and Coal Belt of the Nation") that they check what goes on inside WWVA. True, we have the best in equipment and appointments, but it is the manner in which these physical properties are handled by the men inside, that inspires our greatest pride for the outstanding accomplishments we have achieved down through the years.

★

SERVING THE THRIVING STEEL AND COAL BELT OF THE NATION

5,000 Watts
Day and Night

WWVA

Wheeling,
West Virginia

REPRESENTED IN ALL MARKETS BY JOHN BLAIR & CO.

Everyone Knows the Home-Town Doctor!

BUTCHER, baker, laborer, office worker, banker—small tots, teeners and grown-ups—with everyone, everywhere in the home town the doctor is the best known person, the public character held in the highest esteem.

In its familiarity to everyone in every walk of life, and the regard in which it is held, the home-town radio station occupies a similar position. No distant, disinterested-in-home-town-affairs source of information and entertainment can attain or retain the particular loyalty given to a service that is so definitely and intimately a vital part of the community.

The Colonial Network is composed of home-town stations covering 18 important key buying areas in New England. The obvious advantages which this type of contact provides, plus the economical cost, make The Colonial Network a "natural" for any campaign in one of America's most populous and prosperous markets.

WAAB	Boston
WEAN	Providence
WICC	Bridgeport New Haven
WLLH	Lowell Lawrence
WSAR	Fall River
WSPR	Springfield
WLBZ	Bangor
WFEA	Manchester
WNBH	New Bedford
WTHT	Hartford
WATR	Waterbury
WBRK	Pittsfield
WNLC	New London
WLNH	Laconia
WRDO	Augusta
WHAI	Greenfield
WCOU	Lewiston Auburn
WSYB	Rutland

THE COLONIAL NETWORK

21 BROOKLINE AVENUE BOSTON, MASSACHUSETTS

EDWARD PETRY & CO., INC., *National Sales Representative*

Published semi-monthly, 25th issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under act of March 3, 1879.

Standard Radio lets go with BOTH BARRELS!

1 Standard Radio's New TAX-FREE LIBRARY

Right now: one of the largest NON-ASCAP services, with 1600 TAX-FREE selections, and not less than 60 new selections monthly.

By January 1941: we can offer 2000 TAX-FREE selections and 100 new selections monthly.

Available in whole or in part at lowest prices.

2 Standard Radio's New SPOT-ADS

Your investment in Standard Library now pays you cash dividends. Complete units of unique, easily sold dramatized commercials averaging 35 seconds each. Series A for USED CARS, Series B for RETAIL CLOTHING and Series C for RETAIL FURNITURE—now being distributed to Standard subscribers. Additional series now in production.

Are Your Transcriptions Up to Standard? Make your answer YES—assure yourself of the best solution to the copyright music question—and provide yourself with selling aids that SELL!

Write for information on Standard Radio Library Service, Standard Radio's new Tax-Free Library, and Standard Radio's SPOT-ADS.

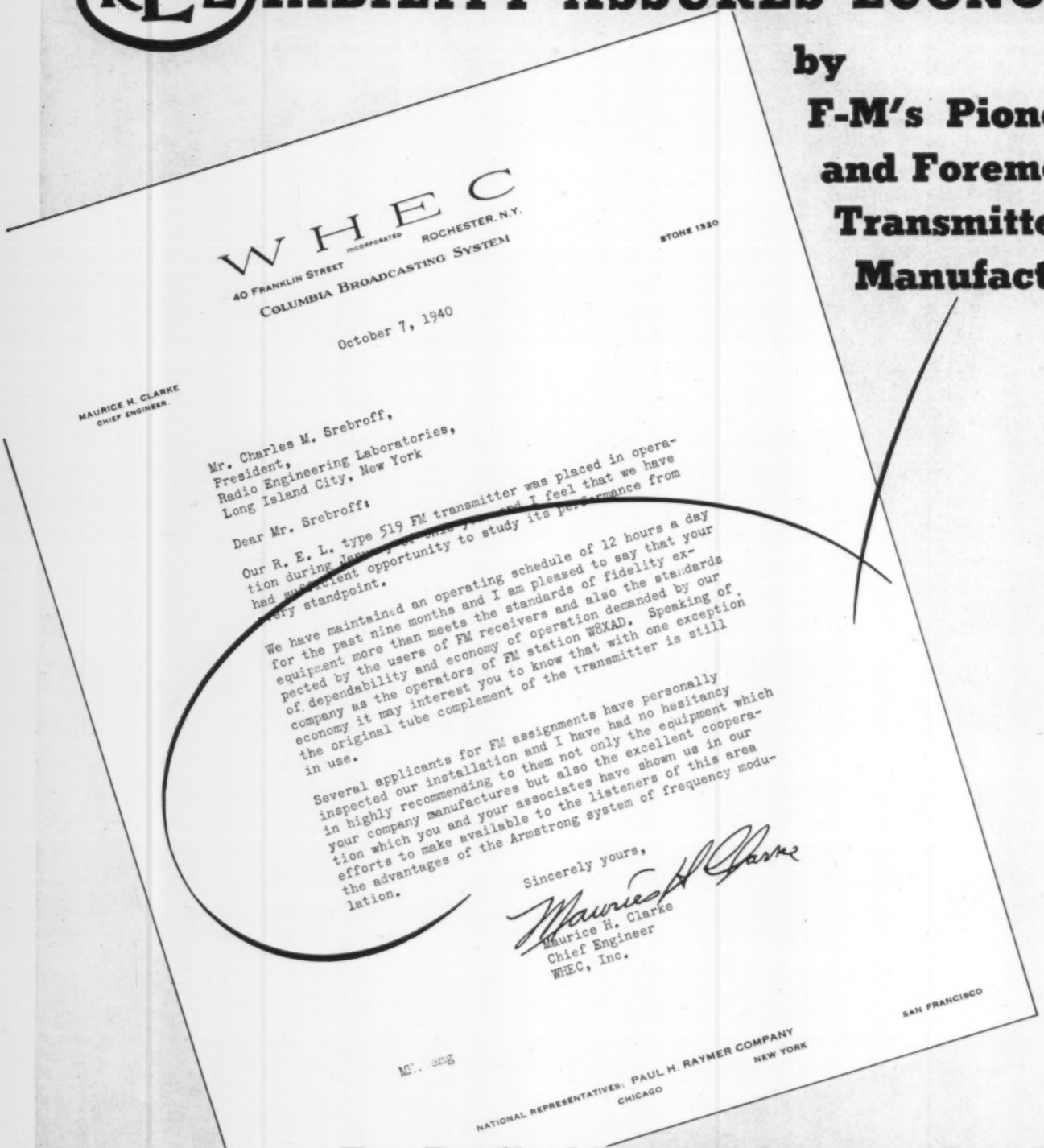
Standard Radio

HOLLYWOOD CHICAGO

KXOK
KXOK
KXOK
ST. LOUIS . . . WILL CHANGE TO
630 KC.
and
5000 WATTS
DAY AND NIGHT
ABOUT OCTOBER 19TH
NBC
AFFILIATE
EFFECTIVE JANUARY 1, 1941
★ ★ ★
NATIONALLY REPRESENTED
BY WEED AND COMPANY
NEW YORK . CHICAGO
DETROIT . . SAN FRANCISCO
★ ★ ★
AFFILIATED WITH KFRU,
COLUMBIA, MISSOURI
OWNED AND OPERATED BY THE ST. LOUIS STAR-TIMES

REL IABILITY ASSURES ECONOMY

by F-M's Pioneer and Foremost Transmitter Manufacturer



WHEC
INCORPORATED
40 FRANKLIN STREET ROCHESTER, N.Y.
COLUMBIA BROADCASTING SYSTEM
STONE 1320

October 7, 1940

MAURICE H. CLARKE
CHIEF ENGINEER

Mr. Charles M. Srebroff,
President,
Radio Engineering Laboratories,
Long Island City, New York

Dear Mr. Srebroff:

Our R. E. L. type 519 FM transmitter was placed in operation during [illegible] and I feel that we have had sufficient opportunity to study its performance from every standpoint.

We have maintained an operating schedule of 12 hours a day for the past nine months and I am pleased to say that your equipment more than meets the standards of fidelity expected by the users of FM receivers and also the standards of dependability and economy of operation demanded by our company as the operators of FM station WHXAD. Speaking of economy it may interest you to know that with one exception the original tube complement of the transmitter is still in use.

Several applicants for FM assignments have personally inspected our installation and I have had no hesitancy in highly recommending to them not only the equipment which your company manufactures but also the excellent cooperation which you and your associates have shown us in our efforts to make available to the listeners of this area the advantages of the Armstrong system of frequency modulation.

Sincerely yours,

Maurice H. Clarke

Maurice H. Clarke
Chief Engineer
WHEC, Inc.

Mr. eng

NATIONAL REPRESENTATIVES: PAUL H. RAYMER COMPANY
NEW YORK SAN FRANCISCO
CHICAGO

For Profitable F-M Broadcasting Use

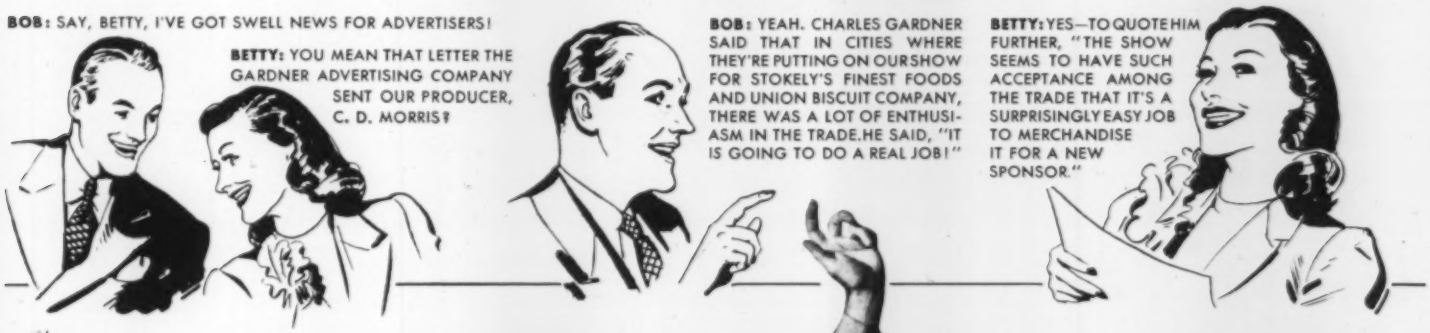
REL is the only F-M manufacturer employing the Armstrong phase shift method for broadcast stations.

The pioneer F-M stations, W2XAG (Yonkers, N. Y.) and W2XMN (Alpine, N. J.) have been built by REL in collaboration with the inventor of F-M, Major E. H. Armstrong.

REL

Gardner Advertising Company finds dealers enthusiastic about "Betty & Bob"

"HERE'S PROOF THAT WE'RE GOOD!"


BOB: SAY, BETTY, I'VE GOT SWELL NEWS FOR ADVERTISERS!
BETTY: YOU MEAN THAT LETTER THE GARDNER ADVERTISING COMPANY SENT OUR PRODUCER, C. D. MORRIS?
BOB: YEAH. CHARLES GARDNER SAID THAT IN CITIES WHERE THEY'RE PUTTING ON OUR SHOW FOR STOKELY'S FINEST FOODS AND UNION BISCUIT COMPANY, THERE WAS A LOT OF ENTHUSIASM IN THE TRADE. HE SAID, "IT IS GOING TO DO A REAL JOB!"
BETTY: YES—TO QUOTE HIM FURTHER, "THE SHOW SEEMS TO HAVE SUCH ACCEPTANCE AMONG THE TRADE THAT IT'S A SURPRISINGLY EASY JOB TO MERCHANDISE IT FOR A NEW SPONSOR."

HERE, at low cost, is a sales stimulating program of proven ability! It's "Betty and Bob," for eight years the favorite of millions on the networks. Now, at the height of its popularity, this program is available to spot and regional advertisers as a five-a-week recorded series. Among the advertisers already on the air with "Betty and Bob" are Union Biscuit Company, Stokely Brothers & Co., A. E. Staley Mfg. Co. and Manhattan Soap Co. Written and directed by the same men who brought the network show to its highest program rating, it's a sure-fire sales getter! Write for details, availability and rates.

"BETTY AND BOB" BRINGS YOU NEW MERCHANDISING FEATURES NEVER BEFORE OFFERED WITH A SYNDICATED RECORDED SHOW

NBC Radio-Recording Division

NATIONAL BROADCASTING COMPANY

RCA Building, Radio City, New York • Merchandise Mart, Chicago • Sunset and Vine, Hollywood

Did you Know?

WTIC covers the best market in the whole United States.

WHO SAYS SO? Sales Management in its September 1st issue. Here is why.

The estimated current effective buying income for the twelve months ending October 31st, 1940, shows the ratio of change for Connecticut to be 108.8, the highest of any state in the Union. (U. S. A.—100.)

The per family annual effective buying income for Connecticut is estimated at $3,423.00, the highest of any of the United States and 39% higher than the average which is $2,460.00. This means 39% more cash response to your advertising—in a market that blankets all of Connecticut and much of the rest of New England.

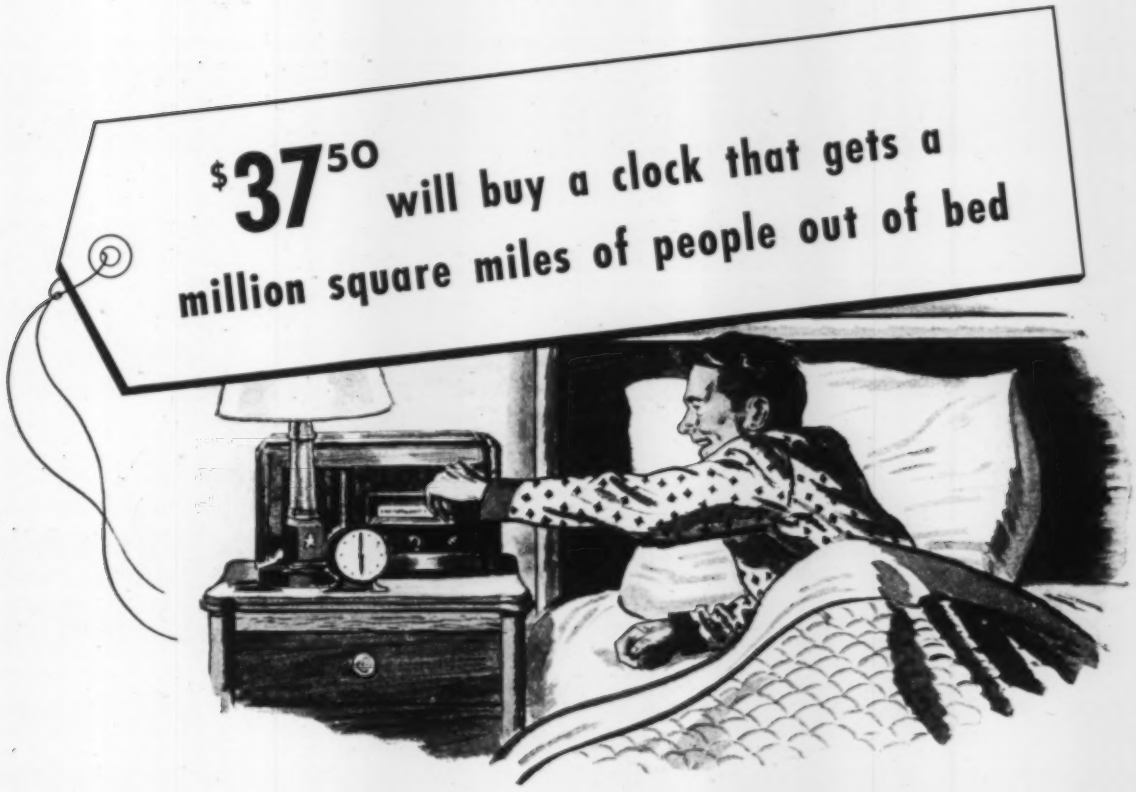
WTIC can put your message across with the impact of 50,000 Watts—and the authority of over 15 years as the favorite station of this rich territory.

WTIC 50,000 WATTS

A *"MUST"* FOR A BIG JOB IN THE BIG SOUTHERN NEW ENGLAND MARKET

The Travelers Broadcasting Service Corporation, Member NBC Red Network and Yankee Network

Representatives: Weed & Company, New York, Chicago, Detroit, San Francisco



It's KPO's Musical Clock—and it can sell your product to early birds all over the West!

That's a pretty funny way to put it, we admit, and of course we don't mean that everybody within hearing distance tunes to KPO at six o'clock every morning of the week except Sunday.

But KPO (or your nearest NBC spot sales representative) can show you mail returns to the Musical Clock program from the eleven western states, Canada, and even Alaska. And this mail response, incidentally, was purely voluntary—not prompted by any premium offer.

Musical Clock, an hour and a half show under the direction of two masters of ceremonies, is a wide selection of recorded music, interspersed with time signals, weather reports, news flashes and important announcements. Its clientele is diversified—including bakeries, creameries, clothiers, nurseries, furriers, railroads, candy manufacturers and book stores.

A portion has been earmarked for *your product!*

Here's what you get! The repetition value of a daily message. The prestige of your own quarter hour program. An available audience of both women and men. Six fifteen minute shows a week on Northern California's largest, most popular station—and all at a cost of only $225 per week, including talent.

See your NBC representative today—or write KPO for a full presentation.

KPO
SAN FRANCISCO
50,000 WATTS · 680 KC.

Represented Nationally by NBC SPOT Sales Offices

NEW YORK · CHICAGO · SAN FRANCISCO · BOSTON · CLEVELAND · DENVER · WASHINGTON · HOLLYWOOD

EIGHTH OF A SERIES PRESENTING THE MEN WHO MAKE FREE & PETERS SERVICE

MANAGER, LOS ANGELES OFFICE
One year, Henri, Hurst & McDonald
One year, Thomas M. Bowers Advertising Agency
Six years, various Macfadden publications
Four years, The John H. Dunham Co.
One year, Broadcast Checking Bureau
Free & Peters, since July, 1939

Yes, he's hard to "ty"—

HAAN J. TYLER!

Some people say that a salesman should see only his own side of a problem—never the other fellow's. But here at F&P, we believe our job is to *see your angle*—to so conduct our business as to be of maximum help to *you*. Many of us here at F&P have had years of experience on *your* side of the desk. For example, Haan J. Tyler, manager of our Los Angeles Office, includes in his advertising background six years as a successful space and time buyer.

"Ty" is our constant reminder that time-buying is a delicate art, requiring far more skill and knowledge than is needed in buying almost any other type of merchandise. Through his type of agency experience, and our constant contacts with almost every busy time-buyer in the nation, we have found ways to help simplify the time-buyer's job. We know what you want and expect of radio and of us, and are hence far better able to deliver *what* you want, *when* you want it. And the net result is that we can help conserve your time and energy, rather than consume it. . . .

This is a function to which all fourteen of us have set ourselves. With six offices all over the nation, we can easily be your fact-finders, your reference library, your "eyes and ears" for the whole field of radio. That is the way we *like* to work, in this pioneer group of radio station representatives.

EXCLUSIVE REPRESENTATIVES:

WGR-WKBW . . . . . BUFFALO
WCKY . . . . . CINCINNATI
WDAY . . . . . FARGO
KMBC . . . . . KANSAS CITY
WAVE . . . . . LOUISVILLE
WTCN . . MINNEAPOLIS-ST. PAUL
WMBD . . . . . PEORIA
KSD . . . . . ST. LOUIS
WFBL . . . . . SYRACUSE

. . . IOWA . . .

WHO . . . . . DES MOINES
WOC . . . . . DAVENPORT
KMA . . . . . SHENANDOAH

. . . SOUTHEAST . . .

WCSC . . . . . CHARLESTON
WIS . . . . . COLUMBIA
WPTF . . . . . RALEIGH
WDBJ . . . . . ROANOKE

. . . SOUTHWEST . . .

KGKO . . . FT. WORTH-DALLAS
KOMA . . . . OKLAHOMA CITY
KTUL . . . . . TULSA

. . . PACIFIC COAST . . .

KECA . . . . . LOS ANGELES
KOIN-KALE . . . . . PORTLAND
KROW . OAKLAND-SAN FRANCISCO
KIRO . . . . . SEATTLE

FREE & PETERS, INC.

Pioneer Radio Station Representatives

Since May, 1932

CHICAGO: *180 N. Michigan* Franklin 6373 | **NEW YORK:** *247 Park Ave.* Plaza 5-4131 | **DETROIT:** *New Center Bldg.* Trinity 2-8444 | **SAN FRANCISCO:** *111 Sutter* Sutter 4353 | **LOS ANGELES:** *650 S. Grand* Vandike 0569 | **ATLANTA:** *322 Palmer Bldg.* Main 5667

BROADCASTING
and
Broadcast Advertising

Vol. 19 No. 8 WASHINGTON, D. C., OCTOBER 15, 1940 $3.00 A YEAR—15c a COPY

'Broadcasting' to Go Weekly in January

To Appear Every Monday With Same Format and Policies; Reflects Rapid Growth of Radio Advertising Medium

BEGINNING its tenth year as the independent trade journal devoted entirely to the interests and welfare of broadcasting and broadcast advertising, BROADCASTING announces that it will appear as a weekly effective next January.

Taking cognizance of the demand for weekly publication, the magazine's owner-editors announced that the last semi-monthly issue will appear under date of Jan. 1, 1941. A post-card survey conducted among BROADCASTING'S subscribers last Spring revealed a 4-to-1 margin in favor of weekly publication, and had a bearing on the decision.

Policies to Continue

Publication of the weekly will not result in any substantial changes of format or editorial policies, and the ownership and management will remain the same. The magazine will appear every Monday with complete industry news stressing broadcast advertising, regulatory aspects, radio success stories—all presented in accurate, uncolored and comprehensive fashion.

Martin Codel, publisher, and Sol Taishoff, editor, will continue in their executive capacities. In anticipation of the weekly publication, both the Washington headquarters and New York bureau staffs have been augmented in recent weeks. Maury Long, advertising manager, will continue to headquarter in New York, and Bruce Robertson, associate editor, will direct the enlarged New York news staff. Business manager is Norman R. Goldman, headquartering in Washington with J. Frank Beatty as managing editor, also in Washington.

The Hollywood office is managed by David Glickman, veteran Pacific coast radio correspondent. Edward Codel is the manager of the Chicago office. Both offices will be expanded with the weekly publication.

CONGRATULATIONS FROM PRESIDENT

THE WHITE HOUSE
WASHINGTON

October 8, 1940

My dear Mr. Taishoff:

My hearty congratulations on the steady progress which enables you to mark the beginning of the tenth year of Broadcasting Magazine by making this journal a weekly instead of a semi-monthly publication.

This proposed change emphasizes the importance that radio has attained in every phase of our national life. The rapid growth in radio and in the technique of broadcasting have been truly amazing during the past decade.

In all probability we are still in the infancy of this field of communication. New developments, such as television, are certain to broaden radio's service. Moreover, radio has an increasing obligation to keep the public fully informed. A free radio is just as essential as a free press. In sending my good wishes may I express the hope that your magazine will ever work to promote free, competitive broadcasting.

Very sincerely yours,

Franklin D. Roosevelt

Mr. Sol Taishoff,
Editor,
BROADCASTING Magazine,
Washington, D. C.

BROADCASTING published its first issue on Oct. 15, 1931, as the first national trade journal devoted entirely to the business and regulation of the industry. From rather humble beginnings with a staff of four, it now has a full-time staff of 22, bureaus in four cities, and string correspondents in other important news centers.

At its inception, Codel and Taishoff were editors of the semi-monthly BROADCASTING, each having relinquished his post as radio editor of a newspaper syndicate at the time. The late Harry Shaw, prominent Iowa publisher and broadcaster and in 1932 president of the NAB, gave the publication its financial backing, but retired from its ownership during his NAB incumbency. In February, 1933, BROADCASTING acquired the publication rights to *Broadcast Advertising*, monthly trade journal published in Chicago. The name was combined with that of the then 16-month-old semi-monthly, and remains a part of BROADCASTING'S masthead.

Radio's Rapid Growth

Radio's meteoric growth as an advertising medium as well as its enlarged and indispensable scope in the American scene, contributed to the decision to inaugurate weekly publication. In 1931, the gross income from sale of time, according to then available figures, was about $40,000,000. In 1939 it was $170,000,000, and this year is expected to reach $200,000,000.

Growth of the industry also has been reflected in the pages of BROADCASTING during the last nine years—pages that provide a contemporary history of radio in all its aspects. During its early days, BROADCASTING'S editions ran about 40 pages, then 48 and 56 and upward in four and eight-page jumps. Today the semi-monthly issues average 100 pages, exclusive of the 450-page Yearbook, published annually since 1935, the first such encyclopedia to be issued for the broadcast advertising field.

As a weekly, BROADCASTING will not diminish its news coverage—a fear expressed by those subscribers who registered against the plan in the poll last Spring. It will strive to improve its news columns, and to serve all of the elements that make up the broadcasting business.

Platform Unchanged

The magazine's editorial platform of keeping radio "as free as the press", and of fearlessly espousing a system of free, competitive broadcasting against the inroads of showbusiness, or other competitors, will be vigorously pursued.

New developments in radio, such as television and FM broadcasting, which are destined greatly to broaden radio's public service and capacity as an advertising medium, will continue to be covered comprehensively.

Most existing departments in BROADCASTING'S news pages will be retained essentially in their present form. Others, however, will be added, with emphasis on business news, new campaigns and radio success stories. Complete coverage, as in the past, will be the keynote.

A new advertising rate-card, carrying frequency discounts for 7, 13, 26 and 52-time display advertisers, shortly will be issued. The present base 24-time minimum rate will become the new 26-time rate, with new discounts for more frequent advertisers.

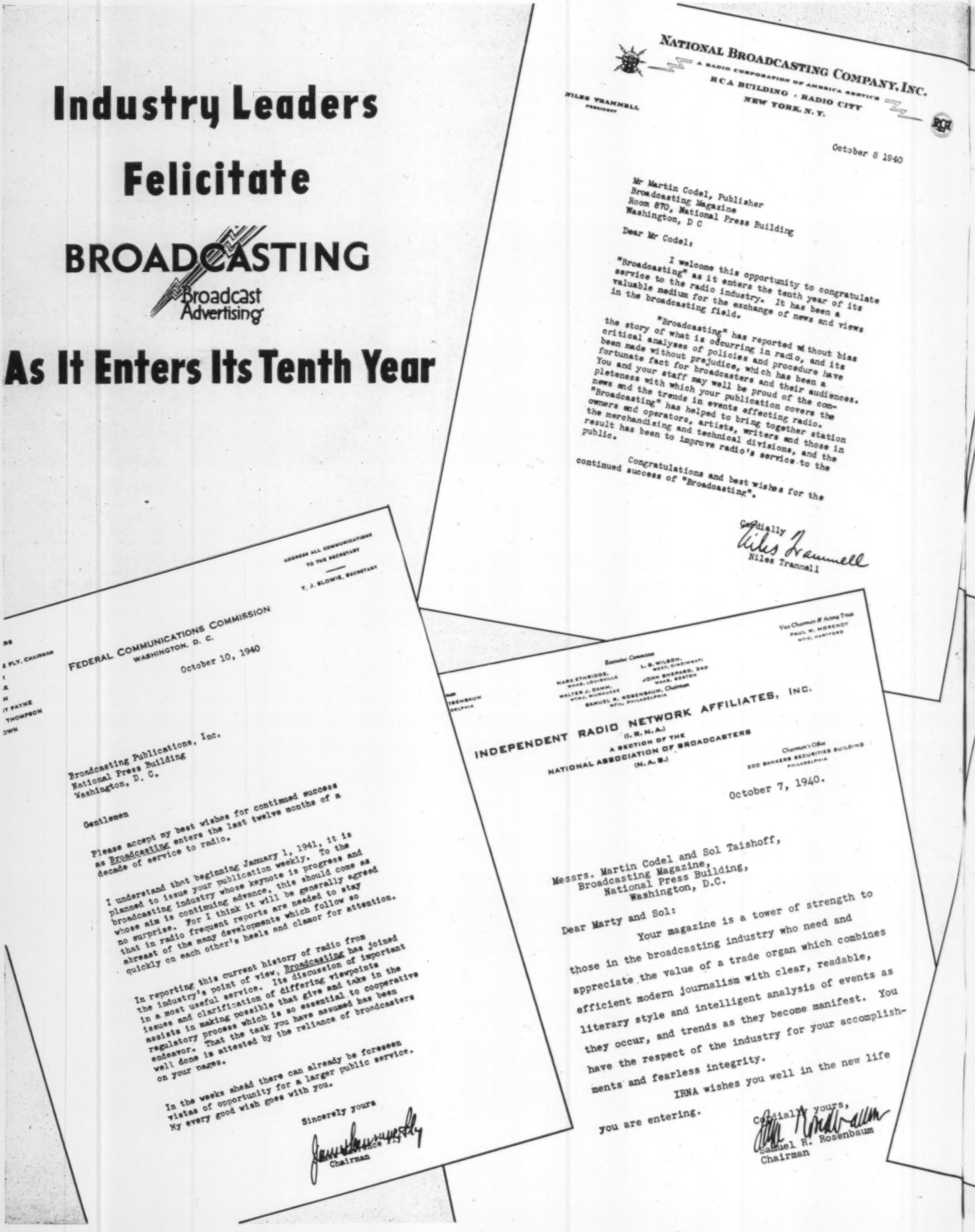
All current subscribers will be carried over on the weekly basis, though the subscription rate will be increased slightly. The circulation department is headed by Bernard Platt. The *Yearbook*, as in the past, will go to all subscribers.

Industry Leaders Felicitate

BROADCASTING

Broadcast Advertising

As It Enters Its Tenth Year



NATIONAL BROADCASTING COMPANY, INC.
A RADIO CORPORATION OF AMERICA SERVICE
RCA BUILDING · RADIO CITY
NEW YORK, N. Y.

NILES TRAMMELL
PRESIDENT

October 8 1940

Mr Martin Codel, Publisher
Broadcasting Magazine
Room 870, National Press Building
Washington, D C

Dear Mr Codel;

I welcome this opportunity to congratulate "Broadcasting" as it enters the tenth year of its service to the radio industry. It has been a valuable medium for the exchange of news and views in the broadcasting field.

"Broadcasting" has reported without bias the story of what is occurring in radio, and its critical analyses of policies and procedure have been made without prejudice, which has been a fortunate fact for broadcasters and their audiences. You and your staff may well be proud of the completeness with which your publication covers the news and the trends in events effecting radio. "Broadcasting" has helped to bring together station owners and operators, artists, writers and those in the merchandising and technical divisions, and the result has been to improve radio's service to the public.

Congratulations and best wishes for the continued success of "Broadcasting".

Cordially
Niles Trammell
Niles Trammell

FEDERAL COMMUNICATIONS COMMISSION
WASHINGTON, D. C.

ADDRESS ALL COMMUNICATIONS TO THE SECRETARY

T. J. SLOWIE, SECRETARY

October 10, 1940

Broadcasting Publications, Inc.
National Press Building
Washington, D. C.

Gentlemen

Please accept my best wishes for continued success as Broadcasting enters the last twelve months of a decade of service to radio.

I understand that beginning January 1, 1941, it is planned to issue your publication weekly. To the broadcasting industry whose keynote is progress and whose aim is continuing advance, this should come as no surprise. For I think it will be generally agreed that in radio frequent reports are needed to stay abreast of the many developments which follow so quickly on each other's heels and clamor for attention.

In reporting this current history of radio from the industry's point of view, Broadcasting has joined in a most useful service. Its discussion of important issues and clarification of differing viewpoints assists in making possible that give and take in the regulatory process which is so essential to cooperative endeavor. That the task you have assumed has been well done is attested by the reliance of broadcasters on your pages.

In the weeks ahead there can already be foreseen vistas of opportunity for a larger public service. My every good wish goes with you.

Sincerely yours
James Lawrence Fly
Chairman

INDEPENDENT RADIO NETWORK AFFILIATES, INC.
(I. R. N. A.)
A SECTION OF THE
NATIONAL ASSOCIATION OF BROADCASTERS
(N. A. B.)

Executive Committee
MARK ETHRIDGE, WHAS, LOUISVILLE
WALTER J. DAMM, WTMJ, MILWAUKEE
SAMUEL R. ROSENBAUM, Chairman, WFIL, PHILADELPHIA
L. B. WILSON, WCKY, CINCINNATI
JOHN SHEPARD, 3RD, WNAC, BOSTON

Vice Chairman & Acting Treas.
PAUL W. MORENCY
WTIC, HARTFORD

Chairman's Office
300 BANKERS SECURITIES BUILDING
PHILADELPHIA

October 7, 1940.

Messrs. Martin Codel and Sol Taishoff,
Broadcasting Magazine,
National Press Building,
Washington, D.C.

Dear Marty and Sol:

Your magazine is a tower of strength to those in the broadcasting industry who need and appreciate the value of a trade organ which combines efficient modern journalism with clear, readable, literary style and intelligent analysis of events as they occur, and trends as they become manifest. You have the respect of the industry for your accomplishments and fearless integrity.

IRNA wishes you well in the new life you are entering.

Cordially yours,
Samuel R. Rosenbaum
Chairman

WOR

BAMBERGER BROADCASTING SERVICE, INC. · NEWARK, NEW JERSEY
NEW YORK BUSINESS OFFICE · 1440 BROADWAY, NEW YORK, N. Y.

Office of the President

October 9, 1940.

BROADCASTING
National Press Building,
Washington, D. C.

Gentlemen:

No one could possibly take more satisfaction than I in felicitating you upon crossing the threshold of your tenth year of publication. A little less than ten years ago you came to me with your publishing idea. I did not even ask to see the dummy of your proposed publication, but on behalf of WOR signed the first advertising contract with "BROADCASTING" based on faith that you had a basically sound idea, that the industry needed such a trade organ as you proposed and that you were the men to do the job.

Needless to say, all of us at WOR (which, incidentally, has never failed to have at least a full page advertisement in every one of your semi-monthly issues since you began publishing on October 15, 1931) are highly gratified by your success. We expect the same fine accomplishments, the same integrity, to be reflected in the pages of the weekly you intend publishing in 1941.

May BROADCASTING live a long and prosperous life.

Sincerely,

Alfred J. McCosker
President

COLUMBIA BROADCASTING SYSTEM, INC.
485 MADISON AVENUE, NEW YORK
WICKERSHAM 2-2000

OFFICE OF THE PRESIDENT
WILLIAM S. PALEY

October 9, 1940

Dear Martin:

It gives me real pleasure to offer my congratulations to you and your associates on the tenth anniversary of BROADCASTING.

It hardly seems possible that nine years have already elapsed since you told me of your plan to start a broadcasting trade journal; and yet, I do not suppose that any other industry has ever packed into such a short period as much activity and as much progress as has the radio broadcasting industry during the past decade.

Ever since the inception of your publication, it has been an integral part of the industry and has made its full and proper contribution to the successful development of broadcasting. It has kept broadcasters fully informed about the development of radio and has treated the numerous and complex problems of our industry in an intelligent and forthright manner.

Your decision to publish on a weekly instead of a semimonthly basis with the commencement of your tenth year is consistent with your policy to shape the course of your paper so that it conforms to the changing needs of broadcasting.

I congratulate you on your accomplishments during the past nine years and sincerely hope that BROADCASTING will continue its praiseworthy service for many years to come.

Very truly yours,

Mr. Martin Codel
Publisher, BROADCASTING Magazine
National Press Building
Washington, D. C.

NATIONAL ASSOCIATION OF BROADCASTERS
NORMANDY BUILDING-1626 K STREET, N. W.
WASHINGTON, D. C.

October 9, 1940

Mr. Martin Codel, Publisher
Mr. Sol Taishoff, Editor
BROADCASTING MAGAZINE
870 National Press Building
Washington, D. C.

Gentlemen:

I am sure that every broadcaster in the land joins with the NAB in conveying congratulations and best wishes on the advent of BROADCASTING MAGAZINE's tenth year.

The revolutionary and kaleidoscopic changes in technical, social, economic and governmental aspects of the art which have emerged throughout the past decade, BROADCASTING has faithfully and fully reported. This alone is sufficient to entitle you to the gratitude of the industry.

But BROADCASTING has been more than a comprehensive and indispensable reporting service. It has served as analyst and interpreter for the broadcaster, the government, the advertiser and the public. It has consistently fostered the best interests of the American system of broadcasting. It has not hesitated to speak out fearlessly and with conviction against those within and without its wide field who wittingly or unwittingly jeopardized its best interests. Through the necessary ups and downs of a growing and swift-changing industry, yours has been the steadying voice, the unifying thread linking all elements of broadcasting together with common knowledge and understanding.

There is no other enterprise in the field so uniquely situated to render such comprehensive service to broadcaster, advertiser and the public, because no other publication concerns itself solely with broadcasting, its problems, its people and its progress.

The inauguration of BROADCASTING's second decade as a weekly publication comes as welcome news to all. It reflects the accelerated growth of American radio and bears testimony to the entrenched position it has won for itself in the loyalty and affection of the industry.

Again, our heartiest congratulations.

With kindest regards, I

Very truly yours,
Neville Miller
Neville Miller

HAROLD A. LAFOUNT, PRESIDENT
460 FIFTH AVENUE, NEW YORK CITY

EDWARD A. ALLEN, VICE PRESIDENT
WILMA, LYNCHBURG, VA.

LLOYD

NATIONAL INDEPENDENT BROADCASTERS

OFFICE OF THE PRESIDENT

October 9, 1940

Messrs. Martin Codel and Sol Taishoff
Broadcasting Publications, Inc.
National Press Building
Washington, D. C.

Dear Martin and Sol:

It is a joy to me, particularly inasmuch as I have known you both since you were newspaper reporters covering my office, among others, at the old Federal Radio Commission, to extend to you my congratulations as you enter your tenth year of publishing "Broadcasting Magazine."

You have done a splendid job, and I know you will do even better with your projected new weekly. As a public official, I could always depend upon you for accuracy and integrity. As executive of the Bulova stations and as president of the National Independent Broadcasters, my dependence upon your honest, complete and dependable. Best of all, it recognizes the little fellow in the business as faithfully as the big. You have done a great job for the broadcasting and broadcast advertising industries. That you will continue to do so, I haven't the slightest doubt.

Very sincerely,

NATIONAL INDEPENDENT BROADCASTERS, Inc.

Harold A. LaFount
President

Further Intrusion Into Clears Seen By FCC Actions

Ban on Owning More Than One Station in City Indicated

NEW POLICY trends, portending further breakdown of clear channels and a possible ban on ownership of more than one station in the same city by the same interests, are apparent in current action and deliberations of the FCC.

Even before the Havana Treaty allocations become effective next March 29, there is the possibility that additional clear channels will be broken down through East-West duplication. The first such action may be in connection with KOA, Denver, operating on 830 kc. WHDH, Boston, has long sought an assignment on that channel.

If current reports mean anything, three members of the FCC—Walker, Thompson and Payne—definitely will vote for the duplication, with Commissioners Craven and Case against further breakdowns. Chairman Fly was absent on official business when what might be described as a test vote occurred recently. The seventh vote—that of Thad H. Brown—was not recorded since he is not sitting on Commission affairs due to pendency of his nomination for a new term before the Senate.

Multiple Ownership Trend

The multiple ownership trend has been manifested in several recent actions of the FCC. When the Commission granted the *Tampa Tribune* a new regional station in that city on 940 kc. recently, it did so on condition that it divest itself of its controlling interest in WFLA, now earmarked for sale to the City of St. Petersburg, which operates WSUN, sharing time with the Tampa station. Similarly, in granting full time to WSBT, South Bend, Ind., the FCC did so on condition that the *South Bend Tribune* divest itself of interest in the 100-watt WFAM in that city.

Applications of existing licenses for new or increased facilities in the same or nearby communities are being designated for hearing with regularity. Moreover, several FCC members, including Chairman Fly, have taken occasion to advise broadcasters in individual cases that multiple ownership in the same community, tending toward a purported monopoly of sources of public opinion, will not be tolerated.

The clear-channel issue has flared up intermittently at the FCC for years. Proponents of clear channels, led by Commissioners Craven and Case, regard them as essential to provide rural coverage. Chairman Fly also apparently has veered toward that view in recent weeks, particularly in the light of national defense requirements, with fullest possible rural and remote coverage considered a necessity.

The existing FCC rules specify 26 clear channels, having been drawn in compliance with the provisions of the Havana Treaty. Proponents of clear channels contend that no further breakdowns can be authorized unless the rules first are amended. This, however, does not appear to deter the anti-clear channel group.

Should the 830-kc. breakdown occur, observers feel it will be the forerunner of further duplicated assignments on the remaining channels.

When FCC action comes on the 830 kc. case, it will be in the nature of a proposed decision rather than a final decree. Considerable controversy entered the case, because of the contention by NBC, licensee of KOA, that the application involved a violation of FCC regulations. Questions arose as to the right of NBC and the Clear Channel group to participate in the meeting.

New York Case

Another case involving a clear channel breakdown is the application of WNYC, New York City municipally-owned station, to operate fulltime on 810 kc. clear channel of WCCO, Minneapolis, owned by CBS. In this case, too, the same FCC split is foreseen, with the balance depending on Chairman Fly and on the seventh commissioner—whether he be Col. Brown or some new appointee in the event the Senate fails to confirm the Ohio Republican as now appears likely. New York Mayor LaGuardia personally has directed the WNYC quest for fulltime, appearing at hearings before the FCC several months ago.

The anti-clear channel group apparently wants to break down all clear waves so as to duplicate assignments, by placing at least three stations on each clear channel. The contention is that through use of directive antennas, minimum interference would be caused and vastly increased service would be provided throughout the country. How the rural coverage problem would be solved is not explained.

Chairman Wheeler of the Senate Interstate Commerce Committee, an avowed opponent of clear channels and superpower, has been consulted in recent days by the anti-clear channel advocates. The 830 kc. action was indicated shortly after one of these conferences.

Drawn for BROADCASTING by Sid Hix

Several Thousand Industry Employes To Register Under Conscription Law

BECAUSE radio is a "young man's game", several thousand of the industry's personnel must necessarily register Oct. 16 under the requirements of the first peacetime conscription law in history. The number actually to be drafted, based on the mathematical averages, probably will not be great. It is a certainty, however, that the effect will be felt in industry ranks as time passes.

Many of those in radio are "specialists". This is particularly true of technicians and operators. On the programming side, many radio men are qualified for public relations or intelligence work. All between 21 and 35 inclusive in radio should emphasize as best they can, in filling out the registration forms Oct. 16, that they are specialized. Technical men, for example, are best fitted for Signal Corps functions.

BROADCASTING desires to keep apprised of all radio trainees. It will appreciate the cooperation of all managements in stations and related fields in supplying it names and positions of those conscripted or who volunteer.

Theatre Promotion

UNITED THEATRE Promotions Philadelphia (theatre premiums), will use radio extensively in promoting the giveaway of nationally advertised merchandise in motion picture theatres throughout the country. The initial campaign, for Silex coffee pots, Chase & Sanborn cooperating, started in Philadelphia Oct. 14, and every three weeks moving to another city, eventually taking in the entire country. The promotion in each city is for 30 days, using three spot announcements daily on two stations in each territory on alternate weeks. WIP and WFIL are being used in Philadelphia and spot campaigns have already been set for New York promotion on WHN. Account is handled by Solis S. Cantor Agency, Philadelphia.

Broadcasts Help Defense Activities

Stations and Networks Assist In Registration Program

WITH registration day just around the corner, Oct. 16, the radio industry has risen in a body to promote public understanding of the Selective Service Act of 1940. Cooperating to the nth degree with National Selective Service Headquarters in Washington, radio is becoming the official communications media in selective service activity. Working closely with headquarters, the NAB is acting as a coordinating agency to insure the most efficient use of air time in promoting national defense.

Apart from the immediate action in laying an educational groundwork for successful operation of the Selective Service Act, the industry has rallied to a man in promoting the various other phases of national defense. In its role as liaison between the industry and the military, the NAB's defense functions extend at present to five separate categories, all promising an increasingly important role for broadcasters.

Teaching the Public

1. Carrying on a long-range educational and informational program in connection with conscription, starting before Registration Day and continuing through the initial lottery and subsequent drawings.

2. Arranging intermittent use of radio time for discussions of primary defense needs, cooperating with the National Defense Advisory Commission.

3. Conducting a radio campaign to secure a large number of skilled civil service employes for vital defense industries. With the first 100,000 quota filled, a second 100,000 now is being sought.

4. After trainees are inducted under selective service, continue to promote recruiting in the Army, National Guard and Naval Reserve.

5. Continuing the educational program in connection with the alien registration activities of the Department of Justice.

Faced with a need for quick action in informing the public on just how the selective service setup will operate, the National Selective Service headquarters turned to radio for an intensive educational campaign leading up to Registration Day. On Oct. 1 Neville Miller, NAB president, circularized United States radio stations with a letter calling for complete cooperation in "an important and welcome opportunity for service to our nation and our listening audience."

Enclosed in the letter was the first of a series of one-minute announcements worked out jointly by the selective service organization and the NAB. Subsequently a series of four other announcements was sent to all the stations, all of which are designed to clarify the registration procedure.

Apart from an intensive schedule of spots on local stations throughout the country, radio activities on behalf of selective service have extended also to networks. At present a regular schedule of five-minute programs is carried on the national networks — 10:15-10:20

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Army to Create Separate Radio Section

Kirby Mentioned as Possible Chief; Information Board Discussed

By SOL TAISHOFF

MOBILIZATION of radio in the national defense picture, projected on a more tangible basis, appears in the immediate offing as the spread of hostilities in Europe and Asia threatens to draw this country into the conflict.

The first direct step toward conditioning of public opinion is seen in the decision of the War Department to establish a separate Radio Section, the function of which will be to effect more extensive use of the air for the military establishment. From the President down, however, there is no evident deviation from the repeatedly pronounced policy of maintaining the status quo insofar as commercial radio operations are concerned.

Kirby Considered

A possible selection for the post of officer in charge of the new Army Radio Section is Edward M. Kirby, public relations director of the NAB and a former Army officer. While no formal word has been forthcoming, it is learned reliably that the NAB board of directors has been polled regarding a leave of absence for Mr. Kirby, to permit him to resume his Army reserve status and take over the radio liaison post.

Mr. Kirby was graduated from Virginia Military Institute in 1926 as a second lieutenant in the Field Artillery. If called to active duty, it is assumed from recent precedent, he would be elevated in rank to major and would promptly organize the Radio Section. When questioned by BROADCASTING Mr. Kirby had no comment.

The Public Relations Department of the Army already has a Radio and Pictoral Section. The units, however, will be separated, and the radio branch expanded under the plan now on paper. Lieut. Col. Ward H. Maris, chief of the Public Relations branch of the department, heads the entire operation, and radio is under his immediate supervision along with press, motion pictures and other publicity activities.

It is understood the request for a leave of absence for Mr. Kirby, presumably for duration of the emergency, came to NAB President Neville Miller from Col. Maris, and specified Mr. Kirby because of his military background as well as his broad acknowledge of radio and his wide contacts with religious, educational and civic groups during his NAB tenure.

The Radio Section would handle all radio liaison for the Department during the current period of non-involvement. There is no censorship factor involved, at least at this stage. The project simply is that of better coordination of relations with radio in fostering recruiting and in keeping the public informed. Recruiting activity, for example, is expected to extend beyond the Oct. 16 registration date.

Under the officer in charge, the Radio Section will have an enlarged staff of script writers as well as contact officers in the various corps areas. There is the job of keeping conscripted "trainees" in touch with home activities, and of maintaining public morale. Moreover, the task of planning for future developments, against the day of actual conflict, must get under way.

Information Agency

Meanwhile, there is much activity in all other military quarters. Talk has been revived about creation of a Federal information agency, to function much in the fashion of the George Creel board during the last war in handling public information and in combating foreign propaganda. The task now is far more comprehensive, with all aspects of radio in the picture. If censorship comes—and it is regarded as inevitable on a "voluntary" basis for both radio and press in event of war—this work will be of paramount importance.

Mentioned as the head of such a Federal information agency is Lowell Mellett, recently named a special assistant to the President. He formerly was director of the National Emergency Council and until last month was chief of the Office of Government Reports. Mr. Mellett for years was executive editor of the Scripps-Howard newspapers and ranks high in Administration councils.

The Defense Communications Board named by President Roosevelt Sept. 25 is working on mobilization of communications for war purposes. It held another meeting Oct. 10, the first since Sept. 27. Plans of the Army and Navy drafted months ago are being reviewed preparatory to the appointment of industry advisory committees, expected shortly.

It becomes more and more apparent that DCB will function only as a planning agency for the Chief Executive. If and when a war emergency develops, this committee will present to the President a proposed Executive Order effectuating, under the broad-guaged Section 606 (c) of the Communications Act, those necessary moves to afford maximum benefits to the military establishments. But in all this planning, insofar as the military establishments are concerned, broadest facilities are left unhampered.

Slated for New Post

EDWARD M. KIRBY

Original plans which might have meant deletion of certain coastal stations on the lower frequencies now have been abandoned, it is reliably reported. The Government belief is that radio, unmolested, can do its job best as an operating medium, and by coordinating its functions with those of the Government.

A Vital Industry

Even station personnel, except for those within draft-age brackets, will be affected to a minimum degree, if the existing philosophy is followed. Radio is regarded as an essential national defense pursuit, as are newspapers and other media for the dissemination of information. Nothing is intended in the way of mobilization that might undermine or interfere with full-scale station operations.

The procedure in selecting a reserve officer such as Mr. Kirby for the Army radio post is a significant indication of the way the military establishment is working. Thus a man thoroughly conversant with broadcasting by virtue of nearly a decade in radio would take over Army contacts with the industry. Mr. Kirby, 34, has been public relations director of the NAB since its reorganization in 1938. Prior to that he was promotion manager of WSM, Nashville, and of its parent company, National Life & Accident Insurance Co., learning his radio under the tutelage of Edwin W. Craig, prominent industry figure.

Active duty for Mr. Kirby will not be a great surprise, based on Army precedent and particularly in the light of the new cooperative procedure. In the last World War 89% of all living graduates of VMI were Army officers although only 5% were actually career military men. General George Marshall, chief of staff of the Army, is a VMI graduate.

Defense Board Survey

While little formal word has been forthcoming from DCB regarding immediate plans, it is apparent that it proposes first to complete an objective survey of the whole defense communications picture and then embark upon appointment of advisory committees. This would be preparatory to the actual drafting of any plan for submission to the Chief Executive.

Actually, the board is gearing all of its operations toward a practical war situation. Emphasis is being placed upon coordination of wire line and radio communications, rather than broadcasting per se. Broadcasting falls within the sphere of intelligence operations from the censorship angle rather than in the technical planning of the board.

In one responsible quarter, for example, it was said that the board's function would be largely that of drafting an executive order under Section 606(c) of the Communications Act, and place it before the President in case of war. Broadcasting figures in the picture from the planning end in the event of actual invasion. Then, for example, the plans will encompass silencing of stations in areas under

(Continued on page 103)

THE ROLE OF RADIO and other communications in event of war is being planned by the Defense Communications Board named Sept. 24 by President Roosevelt. Around the table (l to r) are Maj. Gen. Joseph O. Mauborgne, Army Chief Signal Officer; Rear Admiral Leigh Noyes, director of Naval Communications; FCC and DCB Chairman James Lawrence Fly; Herbert E. Gaston, Assistant Secretary of the Treasury; Breckenridge Long, Assistant Secretary of State. This photo was made at the board's meeting Oct. 10.

BMI Aquires Big Ricordi Catalog

Band Leaders Seek to Reopen BMI-ASCAP Negotiations

DESPITE overtures from band leaders, union musicians and others to reopen negotiations between ASCAP and broadcasters, Broadcast Music Inc. is working overtime in aligning non-ASCAP catalogs for performance over its member stations' facilities effective Jan. 1.

Acquisition by BMI of the radio performing rights to the G. Ricordi & Co. catalogs, it was announced Oct. 10, brings the BMI music copyright total to 240,000 titles, about 75,000 of which are original copyrights.

Meanwhile, activity continued on other copyright fronts, with a group of orchestra leaders seeking to reopen conversations between ASCAP and BMI, loking toward some agreement prior to Dec. 31 when present ASCAP contracts with stations expire.

Neville Miller, NAB-BMI president, and Sydney M. Kaye, BMI-vice-president and general counsel, were to meet Oct. 16 with Fred Waring, heading a band leaders' committee to discuss the ASCAP problem. The networks, also invited to the sessions, said Mr. Miller would represent him.

It was learned Oct. 11, that the Bulova-Lafount group of stations operating from Philadelphia to Boston, might conclude contractual arrangements with ASCAP soon. The stations are WOV, New York; WPEN, Philadelphia; WCOP and WORL, Boston; WNBC, New Britain; WELI, New Haven. All of the stations are BMI members.

Dept. Justice Preparing

On the litigation front, the Department of Justice is still pursuing its preparation for renewed prosecution of the five-year-old anti-trust suit against ASCAP, alleging it to be a monopoly in restraint of trade. Revival of the suit is regarded as a certainty. ASCAP contract files and other documents subpoenaed recently by the Department of Justice, are being analyzed by Victor Waters, Special Assistant Attorney General in charge of the case, and two statisticians recently assigned to him to assist.

Through its acquisition of the radio performance rights to the catalog of G. Ricordi & Co. of Milan, BMI has made available to radio one of the finest and largest musical repertoires in the world, it was stated. Including some 124,000 titles, ranging from early church music to modern dance tunes, the catalog of this 132-year-old music publisher swells the number of copyrights which BMI member stations will be able to broadcast after Jan. 1, 1941 to a total of 240,000 titles. Approximately 75,000 of these represent original copyrights; the rest are in the public domain.

Under the terms of the contract, which became effective Oct. 7, 1940 and runs for several years, all contracts already in existence between Ricordi and stations which are members of BMI have been assigned to BMI. This means that these stations will no longer be obligated to pay Ricordi for the use of its music, but may continue to use it with no additional charge than their regular subscription to BMI.

As this catalog is not covered by the contract between ASCAP and the Italian governmental society, the rights acquired by BMI do not fall within the scope of the ASCAP contracts. The BMI-Ricordi contract was signed by Dr. Renato Tasselli, American representative of Ricordi, and M. E. Tompkins, vice-president and general manager of BMI.

Probably the best known works in the new catalog to American audiences are the operas of Puccini, including *Madame Butterfly, Tosca, Girl of the Golden West, La Boheme* and many others, and the tone poems of Respighi such as *The Pines of Rome* and *The Fountains of Rome*. Some 500 operas and several hundred symphonic works are included in the catalog, which contains the standard editions of the works of Verdi, Donizetti, Bascagni, Rossini and Boito. In the Buenos Aires listings of Ricordi are a large selection of tangos, rhumbas and congas.

Orchestra Group

While BMI thus took another lengthy stride towards its goal of establishing a source of music for the broadcasting industry that will guarantee radio's independence of the ASCAP monopoly for all time to come, the leaders of a number of popular orchestras formed a committee which is attempting to reopen negotiations between ASCAP and the broadcasters in the hope of averting a break that, on Jan. 1, 1941, would require every leader to drop all ASCAP numbers from all of his broadcasts.

Committee, headed by Fred Waring and including Eddy Duchin, Johnny Green, Ben Cutler, Nathaniel Shilkret and Meyer Davis, was formed following meetings of the name band leaders in New York with representatives of ASCAP, with BMI executives, and with the officers of Local 802 of the American Federation of Musicians, to which the leaders belong. Prodded by ASCAP, which on Sept. 21 sent an open letter to all band leaders urging them to revolt against the networks' "boycott" of ASCAP tunes, and agitated at letters from NBC and CBS requesting an increased proportion of non-ASCAP music on sustaining programs, the leaders first met on Sept. 26, when they were addressed by John G. Paine, general manager of ASCAP, who assured them that there was nothing to worry about because by Jan. 1 "every station and every network will have an ASCAP license" [BROADCASTING, Oct. 1].

Quite a different picture was painted by Sydney Kaye, general counsel of BMI, who addressed the leaders Sept. 30. Pointing out that the demands of ASCAP would absorb the entire net incomes of the networks and leave them in business "for fun", Kaye bluntly told the band leaders that the odds are all against any settlement by the first of the year and that the only thing for them to do is to start getting their repertoires ready now for that time by adding numbers they know they can play on the air after the present ASCAP contracts with broadcasters expire Dec. 31.

Gradual Transition

Stressing the fact that band leaders and broadcasters are linked together in this battle because they both serve the same public and if they don't please it they will both suffer, Kaye explained that the present restrictions on ASCAP numbers by the networks were necessary to "cushion" the total restriction that will come on Jan. 1.

By familiarizing the public with some non-ASCAP music now, he stated, the break will be less abrupt at that time, whereas if no preparation is made in advance, the com-

(*Continued on page 104*)

RADIO'S most famous fisherman and huntsman, Bob Edge, CBS sports commentator, was snapped during a fishing expedition for giant tuna at the Rip, off Wedgeport, Nova Scotia. Bill Lewis, CBS program vice-president and himself a deep-sea fisherman of parts, shot the picture and suggested the title be "Alert for Strike". Mr. Lewis hooked into a big one that got away after being played for 45 minutes and coming to the surface about 20 feet from the boat. His consolation, however, is that he landed a 467-pounder last season.

Lake Columbia

A CANADIAN LAKE may be named "Lake Columbia" after CBS if plans of Bob Edge, rod and gun commentator for the network, are successful. He left Sept. 27 on a hunting and fishing trip in the Gatineau region in Western Quebec, taking a CBS banner to plant on the shores of a lake he likes in this region where scores of lakes are unnamed. On his return he will ask the Canadian Geographic & Geodetic Society to make the title official.

Treaty Conflicts To Be Discussed

Informal November Meeting On Allocation Planned

THE NEXT tangible step in the standard broadcast reallocation under the Havana Treaty is expected to be the convening of an informal engineering conference in Washington in early November to compose allocation conflicts arising as a result of proposed assignments made by the signatory nations.

The FCC now is awaiting replies due Oct. 15, to its invitation to broadcasters in this country to comment on the proposed allocations, which will involve 777 of the 862 stations, with the switchover scheduled for March 29 in this country, Mexico, Canada and Cuba.

The FCC already has begun its study of the proposed Mexican, Canadian and Cuban allocations. Analysis of the conflicts preparatory to the calling of the technical conference is consuming most of the time of its broadcast engineering department.

Canadian Assignments

The conflicts apparently fall in the category of excessive interference, improper use and designation of channels, and unsatisfactory locations. The proposed allocations of Mexico and Cuba have not been made public but the Canadian list is published on the opposite page.

The Canadian allocations generally, it is indicated, will not cause any appreciable difficulty, though there are proposed assignments which will require adjustment. The Cuban list probably will require drastic changes in the light of existing allocations and indiscriminate assignment of stations on restricted frequencies. Under the treaty, the Mexican border stations, which have presented perhaps the most vexing problem in continental allocations, are slated for extinction. Mexico's exclusive channels are earmarked for assignment in the interior of the country to serve its own nationals.

AAAA - NAB to Study Standard Order Forms

REVISION of standard order forms and standard invoice for broadcast time will be discussed at a meeting between committees representing the American Assn. of Advertising Agencies and the NAB, tentatively scheduled for Oct. 30. The NAB committee was formed at the invitation of the AAAA.

Members of the NAB committee named by NAB President Neville Miller are Harry C. Wilder, WSYR, Syracuse, chairman; Richard H. Mason, WPTF, Raleigh; Dale Taylor, WENY, Elmira; Lee B. Wailes, Westinghouse Stations; Frank A. Seitp, WFAS, White Plains, N. Y. Ex-officio members are Mr. Miller, Paul F. Peter, NAB research director, and Russell Place, NAB counsel. Heading the AAAA committee will be Fred Gamble, managing director.

Log of Canadian Broadcast Stations Effective March 29, 1941

Call Letter List Showing New Assignments Under Havana Treaty Allocations

(As released by Radio Branch, Department of Transport, Dominion of Canada, Ottawa)

ABBREVIATIONS

D—Daytime. N—Night Time. DA—Directional Antenna

Call Letters	Location	Power in Watts	Present Frequency in Kc.	New Frequency in Kc.	Class
CBK	Watrous, Sask.	50,000	540	540	I-A
CFNB	Fredericton, N. B.	1,000	550	550	III-B
CKOV	Kelowna, B. C.	1,000	630	560	III-A
CJKL	Kirkland Lake, Ont.	1,000	560	560	III-B
CKUA	Edmonton, Alta.	500	580	580	III-B
CKPR	Port Arthur, Ont.	1,000	580	580	III-B
CKCL	Toronto, Ont.	1,000—DA	580	580	III-B
CJOR	Vancouver, B. C.	1,000	600	600	III-A
CFQC	Saskatoon, Sask.	1,000	600	600	III-A
CFCF	Montreal, Que.	500	600	600	III-B
CJRC	Winnipeg, Man.	1,000	630	610	III-A
CJAT	Trail, B. C.	1,000	910	610	III-A
CHNC	New Carlisle, Que.	1,000	610	610	III-A
CJRM	Regina, Sask.	1,000	950	620	III-A
CJCA	Edmonton, Alta.	1,000	730	630	III-A
CFCY	Charlottetown, P.E.I.	1,000	630	630	III-A
CFCO	Chatham, Ont.	100	630	630	IV
CBF	Montreal, Que.	50,000	910	690	I-A
CBL	Toronto, Ont.	50,000	840	740	I-A
CKSO	Sudbury, Ont.	1,000	780	790	III-B
CKLW	Windsor, Ont.	5,000	1030	800	II
CFRB	Toronto, Ont.	10,000	690	860	I-A
CKAC	Montreal, Que.	5,000	730	900	II
CBO	Ottawa, Ont.	1,000	880	910	III-B
CFJC	Kamloops, B. C.	1,000	880	910	III-A
CBM	Montreal, Que.	5,000	960	940	I-B
CFAC	Calgary, Alta.	1,000	930	960	III-A
CHNS	Halifax, N. S.	1,000	930	960	III-A
CKCK	Regina, Sask.	1,000	1010	980	III-A
CBV	Quebec, Que.	1,000	950	980	III-B
CKWX	Vancouver, B. C.	1,000	950	980	III-A
CKY	Winnipeg, Man.	15,000	910	990	I-A
CFCN	Calgary, Alta.	10,000	1030	1010	I-A
CBA	Sackville, N. B.	50,000	1050	1070	I-B
CBR	Vancouver, B. C.	5,000	1100	1130	I-B
CKX	Brandon, Man.	1,000	1210	1150	III-A
CKOC	Hamilton, Ont.	500—N. 1,000—D.	1120	1150	III-B
CHSJ	St. John, N. B.	1,000	1120	1150	III-B
CHAB	Moose Jaw, Sask.	250	1200	1230	IV
CJCJ	Calgary, Alta.	100	690	1230	IV
CFCH	North Bay, Ont.	100	930	1230	IV
CKNX	Wingham, Ont.	100	1200	1230	IV
CKTB	St. Catharines, Ont.	100	1200	1230	IV
CHGB	Ste. Anne de la Pocatiere, Que.	100	1200	1230	IV
CKVD	Val d'Or, Que.	100	1200	1230	IV
CKBI	Prince Albert, Sask.	250	1210	1240	IV
CFPR	Prince Rupert, B. C.	50	580	1240	IV
CBJ	Chicoutimi, Que.	100	1120	1240	IV
CKMC	Cobalt, Ont.	50	1210	1240	IV
CJCS	Stratford, Ont.	50	1210	1240	IV
CKCH	Hull, Que.	100	1210	1240	IV
CHLT	Sherbrooke, Que.	100	1210	1240	IV
CKNB	Campbellton, N. B.	100	1210	1240	IV
CJCB	Sydney, N. S.	1,000	1240	1270	III-A
CJBR	Rimouski, Que.	1,000	1030	1300	III-A
CHML	Hamilton, Ont.	100	1010	1310	IV
CFRN	Edmonton, Alta.	100	960	1340	IV
CKCO	Ottawa, Ont.	100	1010	1340	IV
CKCV	Quebec, Que.	100	1310	1340	IV
CHCK	Charlottetown, P. E. I.	50	1310	1340	IV
CJLS	Yarmouth, N. S.	100	1310	1340	IV
CFGP	Grande Prairie, Alta.	250	1310	1340	IV
CHWK	Chilliwack, B. C.	100	780	1340	IV
CKPC	Brantford, Ont.	100	930	1380	IV
CJOC	Lethbridge, Alta.	100	1370	1400	IV
CFAR	Flin Flon, Man.	100	1370	1400	IV
CKRN	Rouyn, Que.	250	1370	1400	IV
CHRC	Quebec, Que.	100	580	1400	IV
CKCW	Moncton, N. B.	100	1370	1400	IV
CFPL	London, Ont.	100	730	1400	IV
CFOS	Owen Sound, Ont.	100	1370	1400	IV
CKMO	Vancouver, B. C.	100	1410	1410	IV
CKLN	Nelson, B. C.	100	1420	1450	IV
CKCA	Kenora, Ont.	100—N. 250—D.	1420	1450	IV
CBY	Toronto, Ont.	100	1420	1450	IV
CHLN	Three Rivers, Que.	100	1420	1450	IV
CFLC	Prescott, Ont.	100	930	1450	IV
CJGX	Yorkton, Sask.	1,000	1430	1460	III-A
CKGB	Timmins, Ont.	1,000	1440	1470	III-B
CFCT	Victoria, B. C.	500	1450	1480	III-B
CHGS	Summerside, P. E. I.	50	1450	1480	IV
CKCR	Waterloo, Ont.	100	1510	1490	IV
CFRC	Kingston, Ont.	100	1510	1490	IV
CHLP	Montreal, Que.	100	1120	1490	IV
CJIC	Sault Ste. Marie, Ont.	100	1500	1490	IV
CKRC	Revelstoke, B. C.	100	1500	1490	IV

NOTE—These allocations are made under the provisions of the North American Regional Broadcasting Agreement, subject to such adjustment as may be necessary to eliminate conflicts arising from the allocations of other countries and without prejudice to applications now pending for new or increased facilities in Canada.—Sept. 27th, 1940.

CANADIAN Broadcasters were advised officially Oct. 8 by the Radio Branch, Department of Transport, Ottawa, of a shift in their allocations effective March 29, 1941. Of the 86 actively operated stations (licensees with construction permits only are not included), 13 will not have to shift, while 73 will have new frequencies. Of those shifting 50 will move up or down from one to three channels, with 23 switches to scattered frequencies throughout the band.

The official list carries a note to the effect that it is issued "subject to such adjustments as may be necessary to eliminate conflicts arising from the allocations of other countries and without prejudice to applications now pending for new or increased facilities in Canada."

A number of 100-watt stations are known to have applications pending for power increases. It is expected the Class I-A stations under 50 kw. will make applications for power increases to the limit under the treaty, though the government-operated Canadian Broadcasting Corp. is known not to favor as a matter of policy any such high power stations except those it operates itself.

Because of an embargo on crystals for radio stations in the United States, where most Canadian stations obtain their crystals, the Canadian Assn. of Broadcasters, at the suggestion of one of its members, has circularized the Canadian stations in regard to a plan to "swap" crystals when the change-over takes place. The CAB has also sent out lists of the new set-up to all stations.

TWO THOUSAND Washington youngsters descended Oct. 1 on the studios of WOL, Washington MBS key, in response to an announcement inviting them to come down and get free kites plugging the exclusive MBS World Series broadcasts starting the next day. A bunch of them paused briefly for a picture before the WOL studio building, including one of the "baseball boys" who delivered countless "armchair seat" tickets to prominent local residents. In Canton, O., baseball fans had the Series served them on a bunch of portable receivers sent through the streets by WHBC, local MBS outlet. The station delivered the games to the man on the street by using five messenger boys, dressed in baseball uniforms, who roamed the business district carrying portable sets. The lads stopped on request to give shoppers the latest dope on the Detroit-Cincinnati games. Many fans followed the boys from stop to stop, and invariably each stop attracted large groups of listeners. KWK, St. Louis, pulled a similar stunt, sending 20 radio-toters into downtown St. Louis.

Medico Pipes Starts

S. M. FRANK & Co., New York, makes its debut as a radio advertiser about the middle of October when it starts promoting Medico pipes with a series of football programs on WOR, Newark; WBBM, Chicago; KHJ, Los Angeles; KFRC, San Francisco; KALE, Portland, Ore.; KOL, Seattle. On WOR it is sponsoring quarter-hour discussions of the next day's games by Lou Little, Columbia College coach. Starting Oct. 19, it will sponsor scores on the remaining stations. E. T. Howard Co., New York, handles the account.

My-T-Fine Campaign

PENICK & FORD, New York, is conducting a 13-week campaign, which started in mid-September, of six weekly transcribed one-minute announcements for My-T-Fine desserts on WLLH WGY KTUL KOMA WICC WTIC WNAC WBRY WTAG WJAR WCSH WMAS. On WBAL and WJSV, the announcements are live on the same schedule. Agency is BBDO.

Disc Group Urges FCC to Eliminate Announcement, Order Good Equipment

AMENDMENT of FCC regulations to eliminate the requirement for announcement of electrical transcriptions as such, along with issuance of standards under which all broadcast stations would be required to use equipment capable of reproducing the high-fidelity characteristics of transcriptions, was urged Oct. 8 by the Assn. of Radio Transcription Producers of Hollywood Inc., in the first major brief to be filed in the FCC's network-monopoly inquiry. Briefs are due Oct. 25.

The association supported the FCC Network Monopoly Committee's conclusions as to transcriptions, but deprecated its failure to make a definite recommendation for elimination of the announcement. The brief was filed Oct. 8 by Ben S. Fisher, Charles V. Wayland and John W. Kendall, Washington attorneys. Members of the association are Standard Radio, Fields Brothers, Edward Sloman Productions Ltd., Radio Transcription Co. of America, C. P. McGregor, Raymond R. Morgan Co., Allied Phonograph & Record Mfg. Co., and Mertens & Price.

Would Eliminate Rule

Specifically, the brief asked that Rule 3.93, pertaining to transcriptions, be entirely eliminated, or that at least that portion of it requiring that electrical transcriptions be announced before they are broadcast be eliminated. The second plea was that the Commission "promulgate standards which will insure that the high fidelity characteristics of transcriptions are reproduced into the transmitter of a broadcast station so that the maximum quality of the broadcast is maintained."

The association explained it appeared at the Network-Monopoly Committee hearings in an endeavor to have removed from transcriptions the stigma "which had become attached to them because of the Commission's rule requiring announcement at the beginning and end of a program if it is a continuous transcribed rendition extending for 15 minutes and not longer than 30 minutes." By eliminating the announcement requirement, the brief stated, it is felt that transcriptions will have a reception by the public based solely on the quality of the reproduction and will not have a prejudice built up before the listener has an opportunity to be the judge.

Mass Programming

The association said it was in entire accord with the committee's findings that the evidence showed transcriptions are so technically satisfactory that their use should not be discriminated against. The transcription rule was held to be a holdover from the days when broadcasting was in its infancy and neither the methods of transmission nor the methods of recording and transcribing were up to present-day standards.

Under present methods of both recording and transcribing, it was argued, no injury will result to any listener by elimination of the announcement requirement. The association, it was added, is not adverse to the Commission's promulgating a rule prohibiting the broadcasting of transcribed programs with accompanying continuity which give the impression that the artist or artists are present in the station studio.

Use of transcriptions was held the most economical method of mass programming. It was estimated that in one year the networks spend approximately $5,000,000 for telephone lines. "By using transcriptions in lieu of telephone lines, it would be possible on an expenditure of only $3,000,000 a year to program four complete channels, 17 hours per day," said the brief. "This means that every station in the country could be programmed by electrical transcriptions 17 hours a day except stations in cities having more than four stations."

Suggesting that the FCC adopt technical standards, the association said that in many instances because of poor producing equipment maintained by stations the high-fidelity of transcriptions are lost. The Commission now requires that transmitters be maintained up to certain standards, it was pointed out, but there are no regulations requiring that reproducing machines feed high-quality reproductions of transcriptions into the transmitters. It was estimated that that, for an expenditure of about $775, a station could install a double turntable reproducer with the latest diamond-point arm which will give high-fidelity reproductions.

"The association believes that for the good of the general public a rule requiring high-fidelity reproducing equipment should be promulgated by the Commission. By creating standards for reproducing equipment, the Commission will also indirectly place standards on the manufacture of transcriptions. Those transcriptions which are not manufactured with the greatest care in order to obtain the best possible results will not reproduce satisfactorily and will, therefore, be eliminated from the air."

Competition

THE promotion department of KOME, MBS outlet in Tulsa, placed World Series score sheets, bearing the sponsoring Gillette Razor advertising, in two local barbershops!

duPont's Anti-Freeze

E. I. duPONT de NEMOURS & Co., Wilmington, Del., beginning Oct. 14, started varied schedules of three spot announcements weekly for Five Star Anti-Freeze on WCAE WBAL WXYZ WGR KSD WFAA WFIL WGAR WAAB. Schedule calls for a five-week late fall campaign. On Oct. 28, duPont starts a two-week campaign for the same product, using three time signals weekly on WGN, Chicago. BBDO, New York, is the agency.

G. T. FULFORD Co., Ltd., Toronto, is conducting a six-month test campaign for Dr. Williams Pink Pills, using weekly spot announcements on a limited group of stations. Campaign was placed by Spot Broadcasting, New York, for Street & Finney, the agency.

Radio Reporters Abroad Work Under Handicaps

FOREIGN radio correspondents are on duty these days as much as 21 hours per day, according to Paul White, CBS director of public affairs, when he spoke informally Oct. 9 at the second meeting of the Radio Executives' Club, New York. Mr. White told how much more cooperation American networks were receiving from foreign broadcasters in arranging shortwave and direct programs than was given several years ago. Censorship in Britain today is strict only in banning sentences which give valuable information to the enemy.

In Germany, censorship is often "meaningless," Mr. White said, where a triple force consisting of the Ministry of Propaganda, the War Office and the Foreign Ministry, must supervise all scripts before broadcast. Rome has the most "impossible" censorship of all, and has already twice suspended Cecil Brown, CBS representative in that city, for merely giving a short description of his daily life.

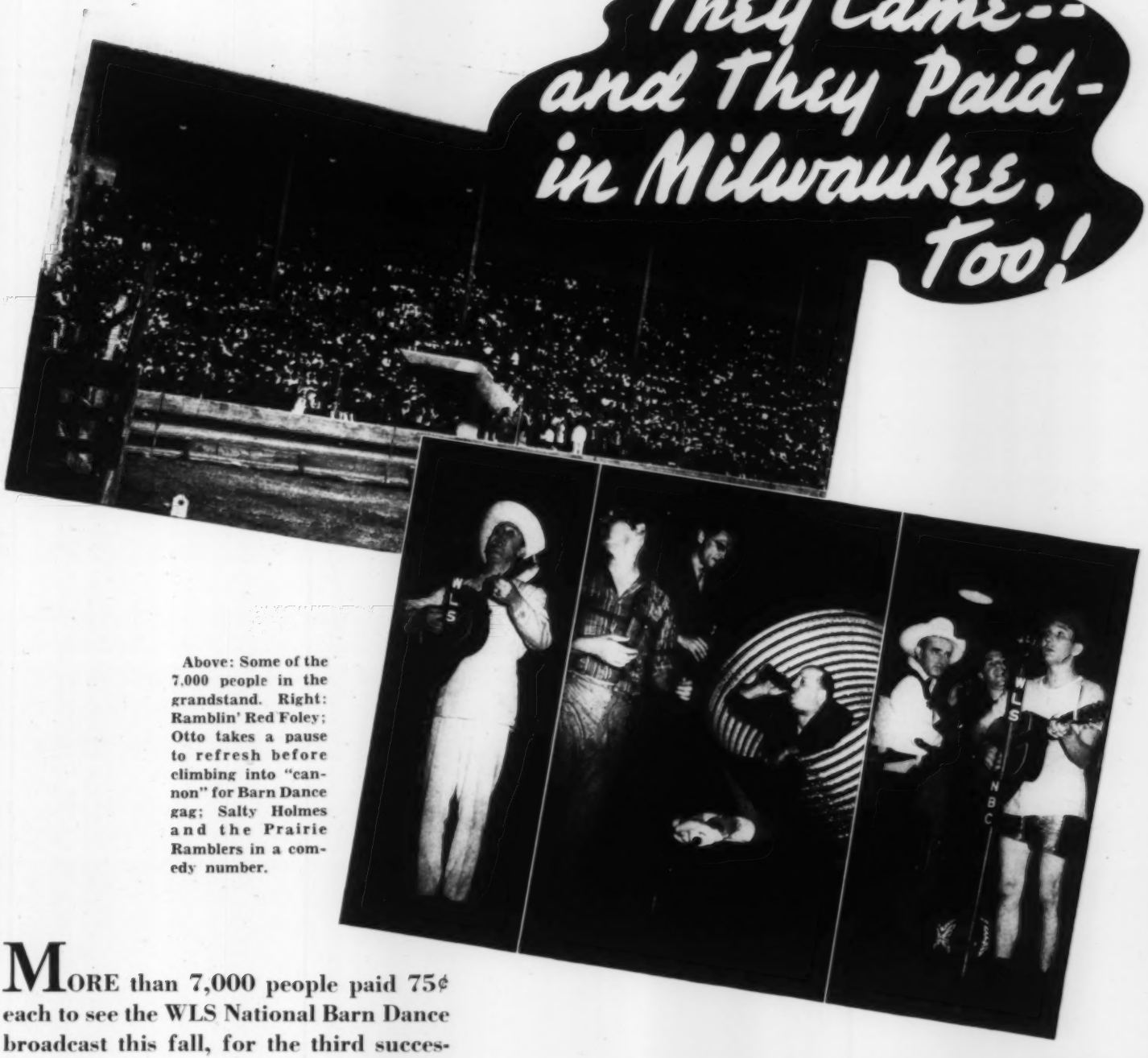
Marlin Blades Back

MARLIN FIREARMS Co., New York, has started a spot campaign to advertise its razor blades on eight stations in the East with one-minute transcribed announcements. This is the first time the company has used radio since several years back when it had a program on one station. Craven & Hedrick, New York, handling the account, has lined up WOR, Newark; KPO, San Francisco; WICC, Bridgeport; WNAC, WHDH and WORL, Boston; WFBL, Syracuse; and KYW, Philadelphia.

THEODORE GRANIK, conductor of the *American Forum of the Air* on MBS, has been named civilian advisor to the radio division of Selective Service Headquarters, acting as liaison between headquarters and the NAB.

THE TOAST of Gotham, Carol Bruce, young actress and baseball fan, is interviewed in Times Square by Red Barber, ace MBS announcer for the recent World Series, just before releasing 1,000 balloons carrying the legend: "Dial WOR for World Series". Some of the balloons carried a special tag entitling the finder to a free Pilot portable radio on which to hear the exclusive MBS broadcasts of the Series. Additional series promotion stunts by WOR included distributing to New York editors pencils shaped like baseball bats and sending out roaming messenger boys with portable radios tuned to WOR's broadcasts of the baseball classic.

They Came-- and They Paid- in Milwaukee, too!



Above: Some of the 7,000 people in the grandstand. Right: Ramblin' Red Foley; Otto takes a pause to refresh before climbing into "cannon" for Barn Dance gag; Salty Holmes and the Prairie Ramblers in a comedy number.

MORE than 7,000 people paid 75¢ each to see the WLS National Barn Dance broadcast this fall, for the third successive year, as the opening night attraction of the Wisconsin State Fair in Milwaukee. This program, produced, presented and promoted by radio station WLS and featuring the "Hayloft Gang" from the WLS National Barn Dance, proves again, far better than any surveys or theories, that the WLS audience listens—acts—and responds—and in Milwaukee, too!

WLS

The Prairie Farmer Station, Chicago . . . Burridge D. Butler President . . . Glenn Snyder, Manager . . . 870 Kilocycles, 50,000 Watts . . . Clear Channel . . . NBC Blue Affiliate . . . National Representatives, John Blair & Company . . .

NBC Revamps Executive Operations

Royal Is Appointed V-P For New Activities; Strotz Replaces

WITH the appointment of John F. Royal to the newly-created post of vice-president in charge of new activities and developments of NBC, President Niles Trammell on Oct. 8 announced a series of executive department changes, including redefinition of the duties of several executives.

Succeeding Mr. Royal as vice-president in charge of programs is Sydney N. Strotz, who on Oct. 15 relinquishes his post as vice-president in charge of the Central Division, Chicago. Harry C. Kopf, sales manager in Chicago, was promoted to succeed Mr. Strotz as Central Division manager.

Shifting of Duties

In the redefinition of duties, Frank E. Mason, vice-president in charge of information, will devote his full time to NBC press department supervision. Heretofore he also has been in charge of international broadcast activities, which functions now are shifted to Mr. Royal.

L. P. Yandell, formerly in charge of commercial shortwave broadcasts, has been appointed manager of the International Shortwave Division and also will report to Mr. Royal. Clayland T. Morgan, assistant to the president in charge of public relations, is named director of institutional promotion, reporting to Mr. Royal, although his duties remain unchanged.

Designed to assure the necessary advance planning and coordination of new and experimental broadcasting services and techniques to facilitate their future introduction into the field of commercial broadcasting, the new position puts Mr. Royal in charge of the programming and general public service in the fields of television, FM, facsimile and international shortwave broadcasting. He will also have charge of NBC's institutional promotional activities.

Establishment of the new position will effect a separation between planning and operations, it is said, with Mr. Royal's duties those of policy and contact work designed to prepare NBC for future developments, while the regular operations of the various departments continue much as at present. In the international field, for example, Mr. Royal will supervise all activities pertaining to international relations and the NBC personnel abroad. The program department, however, will continue to handle routine operations and the scheduling of programs originating abroad but broadcast in the United States.

That is, Fred Bate in London, Max Jordan in Berlin and NBC's other foreign representatives will report to Mr. Royal, but their broadcasts on the NBC networks will be handled as heretofore by A. A. Schechter, director of the news and special events division of the program department, who reports to Mr. Strotz as head of that department.

Shifted to New Executive Posts

MR. ROYAL MR. STROTZ MR. KOPF

Alfred H. Morton, vice-president in charge of television, retains that position, but the progress of his department will now be coordinated with NBC's other experimental activities under Mr. Royal's general supervision. The announcement of Mr. Royal's appointment stated that one of his first projects will be an exploration of the possibilities of further development of television in its various aspects.

Coming to radio in 1929 after a youthful reportorial career, followed by 20 years in the vaudeville management business, Mr. Royal started as manager of WTAM, Cleveland, and within the next two years had been placed in charge of all NBC programs, a responsibility he has carried through the succeeding years.

Trammell Lauds Royal

In announcing the new appointment, Mr. Trammell stated: "John F. Royal has been largely responsible for a ten-year development of NBC's program activities, with the creation of many of radio's outstanding public service features and a long list of commercial successes. He is, therefore, ideally fitted for the wider responsibilities which he will now undertake. With international events and relations assuming even greater importance to our broadcasting activities, Mr. Royal has already prepared for the extension of our efforts in this direction, having just returned from a tour of South America and a brief business trip to Europe."

Mr. Strotz joined NBC in 1933 as manager of the program and artists service departments of the Central Division, becoming manager of the division in January 1939 as successor to Mr. Trammell who was at that time transferred to New York as executive vice-president. In December 1939 he was made vice-president in charge of the division. Before joining NBC he had organized and headed the Chicago Stadium Corp., which built and operated the largest indoor sports arena in the country. As president of this organization, Mr. Strotz had promoted almost every form of entertainment from championship fights to grand opera and had been instrumental in bringing Sonja Henie to America for her first exhibition tour.

Mr. Kopf had served in the advertising sales departments of the Hearst organization, A. W. Shaw Publishing Co. and the *Literary Digest* before joining NBC's sales staff in Chicago in 1931. He was appointed Chicago sales manager in January, 1939.

FCC INVESTIGATES COMMUNIST CLAIM

ACTING upon formal complaint of the Communist Party that eight NBC-Blue stations refused to carry the Earl Browder broadcast of Sept. 25 on NBC-Blue, the FCC Oct. 3 launched an investigation. The stations named were asked to advise the Commission promptly whether they had declined the broadcast and their attention was directed to Section 315 of the Communications Act, which makes mandatory allocation of equal time for competing political candidates for public office.

Browder, in some States, is the Communist candidate for President. In a number of States where he is not a qualified candidate within the meaning of the State statutes, stations have concluded, on the basis of legal opinion, that they are not bound to carry addresses by him or on his behalf.

The FCC letter, bearing the signature of T. J. Slowie, is as follows:

"The Commission is in receipt of the following telegram from Alexander Trachtenberg, National Election Campaign Committee, 35 East 12th St., New York:

> NBC reported clearances with stations on our broadcast Sept. 25. Informs following stations WHK, Cleveland, WREN, Kansas City, WMPS, Memphis, WAGA, Atlanta, KFDM, Beaumont, Tex., not carrying broadcast. Also have informtaion that stations WEAN, Providence, R. I., WSYR, Syracuse, WTCN, Minneapolis, refuse to carry broadcast. Respectfully urge your investigation. Will appreciate report results your action.

"Please inform the Commission promptly whether the foregoing is an accurate statement of the situation with respect to your station, together with such other comments as you may care to make. In this connection, your attention is invited to Section 315 of the Communications Act."

Public Shows Sympathy For Communist Problem Of Radio, Says Gallup

RADIO'S dilemma with respect to the acceptance of Communist speakers during the present campaign has plenty of sympathetic support from the public. That can be adduced from the Oct. 8 Gallup poll which showed a large majority of voters against allowing Communist candidates the same amount of time on the air as candidates of other parties.

Two sets of questions were asked, one dealing with free time on the air and the other omitting any specification whether time should be granted free or paid for. The first question asked, "Should Communist Party candidates be allowed the same amount of time on the radio as the Democratic and Republican candidates?" The replies were: Yes, 29%; No, 71%, with one voter in 10 undecided.

Next question was, "Do you think Communist Party candidates should be allowed any time on the radio?" Answers were: Yes, 37%; No, 63%, with one in eight expressing no opinion.

A separate but exactly comparable cross-section of voters was asked the next two questions, first, "Should Communist Party candidates be allowed the same amount of free time on the radio as the Democratic and Republican candidates?" Answers were: Yes, 25%; No, 75%, with one voter in nine having no opinion.

This group was then asked, "Do you think Communist Party candidates should be allowed any free time on the radio," The answers were: Yes, 31%; No, 69%, with 15% of the voters undecided.

For the most part the reason given by those opposing the broadcasts was that Communist principles are opposed to the democratic form of government.

Coca-Cola Plans

COCA-COLA Co., Atlanta, is considering an hour network program for presentation this winter, probably on CBS, in the interests of its soft drink, which has been promoted chiefly through spot advertising for the last few years. No details have been arranged, according to D'Arcy Adv. Co., St. Louis, the agency.

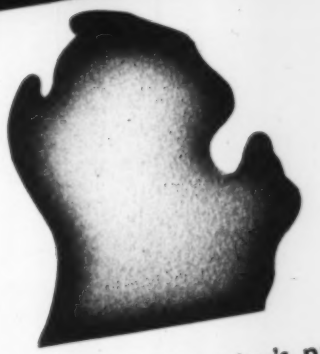
Remington-Rand Spots

REMINGTON-RAND, Buffalo, starts a spot campaign of five-minute transcribed announcements on about 20 stations the week of Oct. 14 to advertise Remington portable typewriters. Stations to carry the announcements three to six times weekly have not been entirely set. Franklin Bruck Adv. Agency, New York, handles the account.

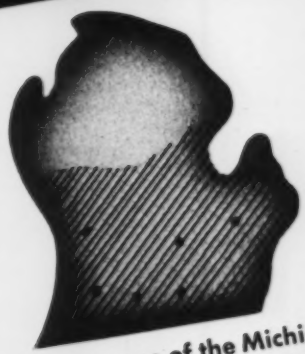
Janis Joins BMI

EDDIE JANIS, formerly West Coast representative of Forster Music Co., has joined Broadcast Music Inc., as professional manager and is headquartered at 1509 N. Vine St., Hollywood. He succeeds Harry S. Humes. Richard W. Hartman continues as West Coast manager of the song manuscripts and transcriptions division. Hannah Green, formerly of Leo Fiest Inc., is Hollywood office manager.

AMERICA'S *Top Payroll* MARKET IS THE MICHIGAN RADIO NETWORK'S PRIMARY MARKET

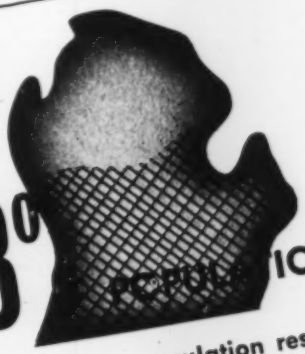


This is Michigan—America's production center with the highest per capita wage rate.



The primary coverage of the Michigan Radio Network serves this area comprising a population of over 4 million.

88% POPULATION



88% of Michigan population resides here. Balance of State is America's vacationland.

95% WAGES

95% of Michigan wages are paid to workers in this portion of Michigan's Lower Peninsula.

National Sales Representative—PAUL H. RAYMER CO.

WXYZ

KEY STATION MICHIGAN RADIO NETWORK

5000 WATTS *daytime* . . . 1000 WATTS *nighttime*

Basic Detroit Outlet NBC Blue Network

WKZO	Kalamazoo	WFDF	Flint	WBCM	Bay City	WOOD—WASH	Grand Rapids
WELL	Battle Creek	WJIM	Lansing	WIBM	Jackson		

You Can't Say That!—Without a Suit

Infringement Spectre Forever Haunts All Titles

By ALBERT W. GRAY
Member, New York Bar

LIKE the ghost in Hamlet, the anathema of copyright infringement of titles stalks every radio copy writer.

"You can't say that." The accusing finger drops on the title of a popular work of fiction buried in the script.

"Why not?"

"That's the title of a copyrighted book."

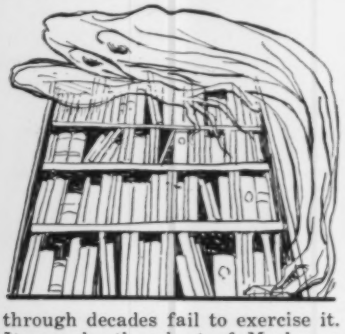
"Copyright doesn't protect the title."

"We broadcast the title of a copyrighted book the other day and it cost us five hundred."

"Then you were a sucker."

The interview closed.

The ghost is always there. A line of court decisions going back



through decades fail to exercise it. It may be the ghost of Morley, a piece of cheese, only a bit of undigested mutton. Nevertheless it still endures.

A Different Story

Last year occurred a case against one of the broadcasting companies that conjured again that ghost of copyright infringement. Characters, episodes and plot in a sustaining program were taken bodily from a copyrighted novel. There the Copyright Statute interfered. That was no ghost. "If it should appear that in these broadcasts the defendant (the broadcasting company) has appropriated without the plaintiff's (copyright owner's) consent the plot and principle characters of the novel and the use being made of her literary production was such as to injure the reputation of the work and of the author and to amount to a deception upon the public, it may well be that relief would be afforded." [1] Here is a different story. The property of the copyright owner had been appropriated. When a book or script or play is copyrighted, that copyright covers the book or script but that is all it does. The title is no part of it. The owner of the copyright has no monopoly on the phrase that is the title.

A little over five years ago an air pilot, Jimmy Collins, lost his life in a "crack up" at Farmingdale, Long Island. For years he had been a test pilot. His experiences in that nerve racking job had been written by him into stories and published from time to time. After his death these stories were collected by his widow and published under the title, *Test Pilot*. The book was copyrighted.

Shortly a moving picture company produced a photoplay, "Test Pilot." The ghost of copyright infringement of titles walked again. Mrs. Collins sued the producer. This use of the title she claimed to be an infringement. Deciding otherwise the court said, "The words 'Test Pilot' are merely descriptive; they can be no more appropriated than any other descriptive terms." [2]

Remember Nick!

In the memory of many, there was in the early years of this century a detective named "Nick Carter". He was the scion of a detective magazine and became the delight of thrill-seeking youngsters and a remunerative offspring for the owners of the publication. "Nick Carter" was famous. In those days he wore the mantle of sangfroid and daring, since shifted to other shoulders. At that time "Nick Carter" was wrapped in all the sanctity of the copyright law.

Then appeared a moving picture, "Nick Carter, the Great Detective, Solving the $100,000,000 Jewel Mystery". Scenario writers of a producing company had looked upon "Nick Carter" and found him good. The suit for infringement was dismissed. In the opinion of the U. S. Circuit Court of Appeals occurred this comment, "The copyright of the book does not prevent others from taking the same title for an-

other book though the copyright has not expired." [3]

The predecessor of "Nick Carter" was "Old Sleuth". [4] His biography, also clothed in the sanctity of the copyright law, was substantially that of his later counterpart. The sponsors of this nineteenth century "G" man here, too, found the copyright protection of title but the mutterings of the ghost, an old wives' tale.

Shortly after the demise of "Old Sleuth" came the birth of Trilby. The publishing firm of Harper & Brothers owned the copyright of the novel. While the copyright was still in force an enterprising author, without authority, dramatized the book, using not only the plot and characters of the novel, but the name as well. Harper & Brothers sought to prevent the use of the title, "Trilby". "The application," said the court, "for an injunction against the mere use of the name 'Trilby', as the title of any dramatic composition which does not present such scenes, incidents, plot or dialogue, or simulate a colorable imi-

tation thereof, is denied. It is the name in connection with the novel, not the name alone, which the copyright law protects." [5]

St. Elmo Incident

One of the most famous decisions, where the oft-questioned right of the owner to the exclusive use of the title of a copyrighted work stood out most distinctly, was in the St. Elmo litigation of 40 years ago. At the close of the Civil War Augusta Evans wrote a story called *St. Elmo*. The book was copyrighted in 1866 and later the copyright was renewed for another 14 years.

In 1907, a year before the copyright expired, the author gave permission for a dramatization of the story. This play, in turn, was copyrighted in 1907, while the original copyright of the novel was still in force.

In 1908, a year after the novel copyright had expired but during the life of the copyright of the drama, Neil Twomey, like the authors of the "Nick Carter" scenario, feeling it unnecessary either to toil or spin in the creation of a new plot, adapting the St. Elmo story to a play, took along with everything else, the title itself. It apparently was little cause for consideration that another dramatic production, already protected by copyright, had the same characters, the same episodes, the same plot and the same name.

Then came the inevitable suit with the protest against the use of the title "St. Elmo". Disposing of the question the court said: "The authorities preponderate that a copyright of a book does not prevent other persons from taking the same title for another book, even in the case of an entirely unexpired copyright". [6]

The reasoning is sound. The title is a mere designation of the work. To give the copyright proprietor the exclusive ownership of the title would be ridiculous. The exclusive right to "The Ten Commandments" as a title would make the statute an absurdity.

[1] Prouty vs. National Broadcasting Co., 26 Fed. Suppl. 265.

[2] Collins vs. Metro-Goldwyn, 25 Fed. Suppl. 781.

[3] Atlas vs. Street and Smith, 204 Fed. 398.

[4] Munro vs. Smith, 42 Fed. 226.

[5] Harper vs. Ranous, 67 Fed. 904.

[6] Glaser vs. St. Elmo, 175 Fed. 276.

AP News Service Taken by Don Lee

Contract Thought Forerunner To Mutual-AP Agreement

ASSOCIATED PRESS and Don Lee Broadcasting System have completed an arrangement whereby AP news is available to the Pacific Coast regional network on a 24-hour daily basis for use on either sustaining or commercial broadcasts. Contract is based on the same "exchange of news" plan used in the AP contracts with NBC and CBS [BROADCASTING, Sept. 15] and generally follows the terms of those contracts, although with the necessary modifications to make it suitable for a regional instead of a national network.

The Don Lee contract, which went into effect Oct. 7, is believed to be a major step toward the signing of a nationwide AP contract for the Mutual Broadcasting System, which has been under discussion for some time.

Contracts for the use of AP news on commercial programs have been signed by WBZ-WBZA, Boston, and Springfield, and WTAG, Worcester. The WBZ-WBZA deal was handled through the *Boston Transcript* and the WTAG arrangement through the *Worcester Telegram & Gazette*, both AP member papers. These contracts were similar to that of WNEW, New York, calling for a base rate plus a percentage of station revenue from the sale of the AP news broadcasts to sponsors.

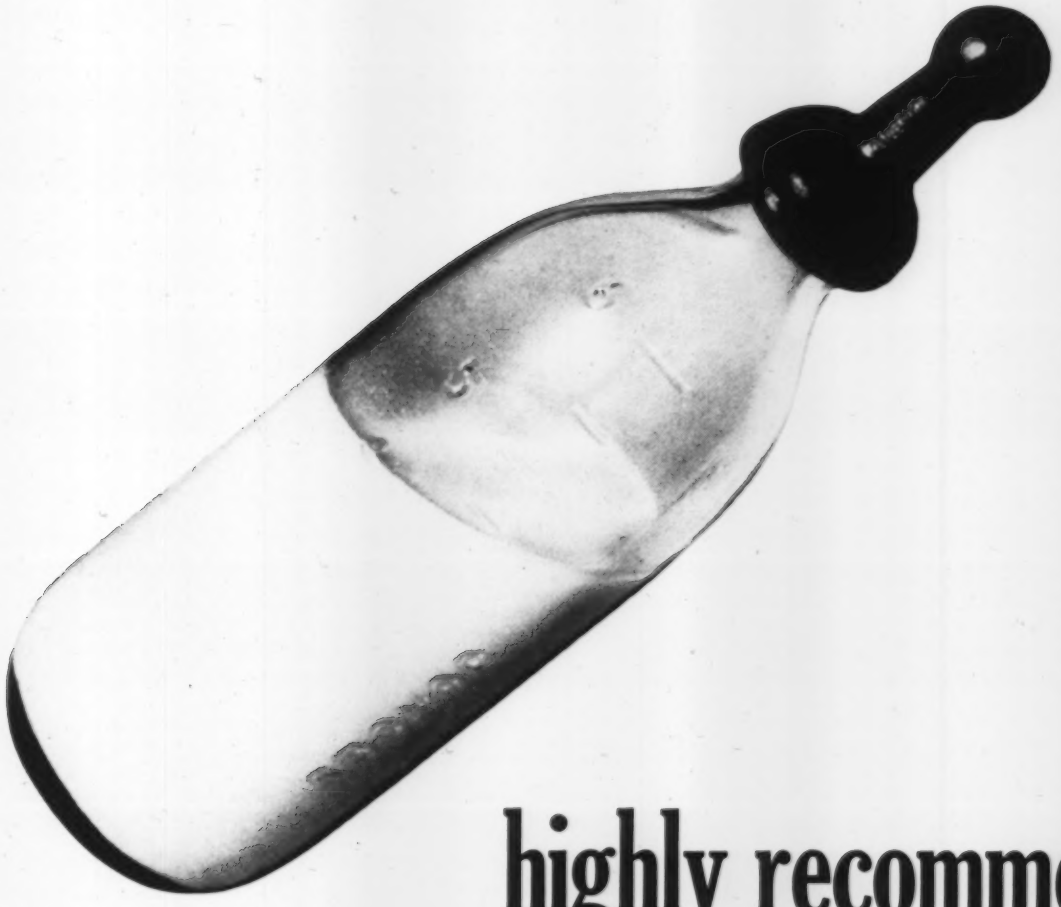
Network Pacts Ratified

At the board meeting of the Associated Press in New York Oct. 9-11, the board approved action of the management in signing the contracts with NBC and CBS. Action was in the nature of a formality, as the contracts had gone into effect Sept. 10, the date they were negotiated. No other action concerning radio was taken by the AP board, it was stated.

Preparations for a processed radio report are progressing rapidly, it is learned, with hopes that it will be placed in operation before Dec. 1. This radio report, which will be a condensation of the regular AP news as furnished to member newspapers rewritten in such shape as to be ready for putting on the air without further editing, has been requested by a large number of AP station-owning members, especially in the smaller cities where the cost of editing the news locally for radio is out of proportion to the income to be derived from the sale of an AP news broadcast to a local advertiser.

Arcady Spots

ARCADY FARMS MILLING Co., Chicago (livestock & poultry feeds), on Nov. 4 will start a 26-week varying schedule of one to six-weekly one-minute live announcements and five-minute programs of transcribed music and live announcements on 13 stations. At the same time a 31-week schedule of weekly quarter-hour programs will start on WIBU, Madison, Wis. Stations selected are WLS WFBM WOWO WGBF WKZO WCAR WHIO WICA WHJB WSVA WCMI WJLS WRVA. Erwin, Wasey & Co., Chicago, is agency.



highly recommended for nursing accounts

A new product launched on WOR in April—with no sales—was selling to the tune of 2600 dozen tubes per month in December.

A product that toddled into this station with 50 dealers was on the order pads of more than 600 in exactly five months.

An automobile gadget that needed chain store distribution was in every outlet of two large chains 5 weeks after coming to WOR.

A cosmetic introduced on WOR obtained 100% distribution and was top seller in its field 5 months after the first broadcast.

WOR *—that power-full station*

FORMULA—a good product or service, engagingly presented and backed by WOR's *impact of 135,000 watts at a very low base rate.*

IRNA-Net Group Progresses Toward Solving Spot Problem

Encroachment on Affiliates' Time Is Discussed; Easing of Trailer Announcements Foreseen

REPORTING satisfactory progress in their conversations with top executives of NBC and CBS on steps to forestall "alarming encroachment by network advertisers on spot announcement periods" which stations construe as their property, committees representing affiliates of the two networks under the auspices of Independent Radio Network Affiliates reported Oct. 5 that a basis appears to be established for cooperation with the network in formulation of operating policies. The committees met with the network executives on Sept. 23 and another meeting is scheduled for Nov. 18.

At the conferences, the first to take place under the new plan for discussing trade practices arranged during the NAB convention in San Francisco last August, basic agreement was procured on amelioration of the "trailer announcement" practice of network advertisers. As to station-break spots between contiguous program periods bought by one sponsor, it was concluded that steps toward their ultimate elimination should not be taken or expected before Jan. 1, 1941.

Merchandising Plans

A new problem was encountered in connection with a reported CBS network plan to establish "elaborate merchandising departments" as part of which some affiliates feared they might be asked and expected to furnish free to network advertisers some of the merchandising services provided by competing media, notably newspapers. This subject was fully discussed with each network committee and will be discussed further at the Nov. 18 meeting, it was explained.

The committee which met separately with CBS was made up of Mark Ethridge, WHAS, Louisville; Don S. Elias, WWNC, Asheville; and I. R. Lounsberry, WGR-WKBW, Buffalo, with President William S. Paley, Executive Vice-President Edward Klauber and Station Relations Vice-President Herbert V. Akerberg present for the network. The NBC committee of IRNA was made up of Paul W. Morency, WTIC, Hartford, vice-chairman and treasurer of IRNA; Samuel R. Rosenbaum, WFIL, Philadelphia, chairman of IRNA; Martin Campbell, WFAA-WBAP-KGKO, Fort Worth-Dallas; Edwin W. Craig, WSN, Nashville. George W. Norton, WAVE, Louisville. Present for the network were President Niles Trammell, Station Vice-President William S. Hedges, and Washington Vice-President F. M. Russell.

The major topic, as directed by the IRNA convention in San Francisco, dealt with purported network advertiser encroachments on station time. "This refers principally to the station-break spots between contiguous program periods bought by one sponsor," said the executive committee letter to all affiliates. It also covered the "so-called trailer announcements inserted just within the bounds of a program period, but so produced as to be independent of it."

Regarding trailer announcements, the committees agreed with the networks that so long as the total length of commercial copy does not exceed the Code limitation, there is no valid reason to oppose a trailer merely because it advertises a separate product. The networks, however, agreed to exercise their best efforts and influence with sponsors to change the present method of production. Instead of coming in "cold" after the closing theme so that the trailer would sound like an independent spot announcement, the theme would be continued as background and would close out strong after the trailer, so that the listener would understand the trailer is part of the previous program period.

Views of Sponsors

Where sponsors have been producing both a trailer and a following spot in the station-break, every effort would be made by the networks to induce sponsors to use only one and to produce that as a trailer announcement under the proposed new procedure.

As to station-break spots between contiguous programs, IRNA reported that it did not believe it advisable to take an "extreme position at the present time when it is desirable to get full cooperation of advertisers in other industry problems." Due respect, affiliates were told, must be paid to the views of the comparatively small number of large advertisers who are claiming these spots on the ground that it was their business that built up the daytime revenue of radio and this must be considered together with the risk of driving revenue away from radio to other media by arbitrary restrictions.

Because the committee felt it is impossible to preserve the claim of affiliates to all such spots, it was recommended as a private trade practice that the station break spots which fall on the even hour and the half-hour should be retained in full by the stations to enable them to comply with FCC regulations on call letter announcements. When so retained, the IRNA group ruled stations may exercise the right to sell them if they choose, but in no case for a product competing in any way with contiguous programs on either side.

"However, it is believed that it would be unwise to ask the networks to antagonize advertisers unduly at this juncture, and it is therefore regarded as satisfactory if steps in the recommended directions should not be taken or expected until after Jan. 1, 1941 has passed."

The executive committee also recommended that for the present no effort be made to retrieve the station break spots on the quarter-hour and the three-quarter-hour when such periods are contiguous but that when separate advertisers' programs either end or start at the quarter-hour or the three-quarter hour that stations may continue to use these spots for commercial announcements or otherwise.

"While your committees are not authorized to say the networks will raise no objection to such procedures, it is believed affiliates generally will find that correct trade practices, as defined by the better opinion in the industry, will prevail. It is suggested that any requests or complaints based upon departure from the above be promptly communicated to your committees so that these matters may be followed up.

"It should be added that affiliates cannot expect cooperation from networks or network advertisers in establishing these practices, if affiliates do not likewise carry them out in their dealings with local and national spot advertisers."

Five-Minute Periods

In disclosing the "elaborate" merchandising plan of CBS, the executive committee stated that this was regarded with great concern on the ground that such practices are unsound. The negotiating committees insisted on taking part in these preliminary discussions in order to reach sound conclusions as to merchandising, it was stated. A further report on this question will be sent stations soon, it was explained.

The committees also delved into five-minute network periods, two of which are on CBS and one on NBC Blue. The networks declared they did not intend to offer such periods generally and that they are now limited to news programs only and placed at appropriate times to build up audience interest. The networks, it was reported, will try to sell the remaining time to other advertisers to fill out the customary length of program periods.

"It seems clear," said the letter, "such reduced program periods are not strictly contemplated by the affiliation contracts, and assurance was given by the networks that cooperation by affiliates in accepting such business would not serve as a precedent to warrant selling periods of less than 15 minutes to other advertisers as a practice or to permit purchasers of 30 or 60-minute programs to fill them up with contiguous programs of five minutes or ten minutes duration." Such a rumor had been spread, it was said.

Gratification was expressed by the negotiating committees at the progress already made by the networks in reducing free commercial plugs under the guise of sustaining programs, as in the case of motion pictures, office buildings and hotels, and further improvement

(Continued on page 93)

Hinds' Spot Campaign

LEHN & FINK Products Co., New York, on Oct. 1 started a seven-week spot campaign on about 60 stations to advertise Hinds Honey and Almond Cream. Campaign, placed by William Esty & Co., New York, consists mainly of chain break announcements, though on WEAF, New York, the company has a daily five-minute news period. Stations used include KFAB KOIL WBEN WGY KOMA KVOO WJAR WIS KTSM KSL WCHS KGHF WMT WCSH WJDX KSOO WWNC WHP WCSC KLUF KPAC WRVA WDBJ KFI KPO KOA WSB WMAQ WIRE WWL WBZ WJR KSTP KMBC KMOX WBT WLW WCAU WSM WFAA-WBAP KTRH WOAI WAPI KOY KTUC KLRA WTIC WMBD WGBF WOWO WIBW KWKH WBAL WJZ.

AT THE CONCLUSION of the seventh consecutive year of sponsorship by Alka-Seltzer of the *WLS National Barn Dance*, Sept. 28, Burridge D. Butler, president of the Chicago outlet, cut a birthday cake. Anxiously awaiting their shares are (l to r) Al Boyd, production manager; Joe Kelly, *Barn Dance* m.c., showing his boss the size of the piece he expects; Mr. Butler, and T. L. Rowe, chief engineer, who supervises the network feed of the show.

It's TOUGH to be the MAILMAN at KFBI!

KFBI Monthly Mail Returns

	1940	1939	Per Cent of Increase
April	657*	4,434	
May	3,819	3,073	24.3%
June	11,192	1,861	501.4%
July	3,431	2,200	56.0%
August	2,865	3,660	
September	4,361	2,041	114.8%

Percentage increase for 5 months from May 1 ..... 99.98%

**April 1940 mail is for the last nine days of April only following removal of KFBI to Wichita on April 21.*

Write, wire or phone for Time Availabilities TODAY!

But it's not tough to be the KFBI advertisers whose mail the mailman brings. In fact, it's a thrilling experience!

For KFBI, with its new selling vitality, is rapidly establishing a new record for pulling commercial mail from Kansas and Oklahoma listeners. Proof of this statement is shown in the new semi-annual mail map shown above.

An analysis of the last 6 months mail on KFBI shows that KFBI is pulling mail in quantity* from 69 Kansas and Oklahoma counties.

And, of vital importance to you is the fact that during the past 5 months (since May 1) KFBI mail returns have increased 100% over the same period last year.

You, too, can be one of the advertisers whose mail returns make the KFBI mail man groan . . . if you place your sales story on the Pioneer Voice of Kansas, the station that's **STAFFED FOR SELLING.**

*PRIMARY MAIL COVERAGE . . . . 25% of home county in pieces per 1000 radio homes.
SECONDARY MAIL COVERAGE . . 5% of home county in pieces per 1000 radio homes.

KFBI WICHITA

Pioneer Voice of Kansas

AFFILIATED WITH MUTUAL BROADCASTING SYSTEM AND KANSAS STATE NETWORK

REPRESENTED BY HOWARD H. WILSON COMPANY

Music Problems Head Agenda for NIB's Convention

Fly to Be Principal Speaker; Spence Is Slated for Post

WITH music copyright clearance the salient topic, a special convention of independent broadcasters has been called for Oct. 21 at the Waldorf-Astoria, New York, by National Independent Broadcasters Inc. FCC Chairman James Lawrence Fly will be the principal speaker at a closed session, with the likelihood that he will answer questions regarding broadcast regulations, particularly those relating to the war situation.

Mr. Spence

Formal call for the meeting was issued by Harold A. Lafount, president, and Lloyd C. Thomas, secretary-treasurer. Another speaker may be a prominent advertising agency figure.

To Elect Spence

Called as the annual meeting of NIB, organized several years ago to look after the interests of non-network stations along with low power outlets, the session will be the association's annual meeting. Among those understood to be under consideration for election to the presidency for the ensuing year are, in addition to Mr. Lafount, Ed Craney, KGIR, Butte; Ralph L. Atlass, WJJD-WIND, Chicago-Gary, and Edward A. Allen, WLVA, Lynchburg. Mr. Lafount is not a candidate to succeed himself, but a number of independents are urging his reelection.

It is expected that Edwin M. Spence, veteran broadcaster and former secretary-treasurer of the NAB, will be elected secretary-treasurer, with headquarters in Washington. Mr. Spence now is an applicant for a new local station in Washington. His management of this proposed station, it is reported, would have no bearing upon his projected work for NIB. Andrew W. Bennett, Washington attorney, is general counsel.

Listed subjects for discussion and action were music license proffers of ASCAP, BMI, SESAC, National Assn. of Performing Artists and Associated Music Publishers, along with clearance of special music groups. Second on the agenda are the musician and talent employment issues precipitated by American Federation of Musicians and American Federation of Radio Artists, dealing with national agreements and local contracts.

Other topics were listed as national and regional chain relationships, transcription "chains", NAB code and "per inquiry" business, FM, merchandising commercial programs, foreign language programs, FCC rules and regulations, legal representation at Washington, and NIB membership and activities.

Independent stations eligible to attend were defined as all stations which do not have a national chain relationship and all low power "local stations" no matter whether affiliated with a chain or not. Attendance, participation and discussion, it was emphasized, will not be limited to NIB membership, though all stations not members will be solicited. Stations not able to attend were asked to send to NIB communications advancing their ideas on the agenda.

Latin Football

STARTING Oct. 5, with the season-opener between Penn and Maryland U, WCAB, Philadelphia, started a regular schedule of weekly football broadcasts in Spanish to Latin America. The international shortwave station, an adjunct of WCAU, Philadelphia, each week until Nov. 23 will carry a play-by-play Spanish description of U of Pennsylvania home games for Latin American listeners. Adrian Rubio and Alfonso Luis handle the play-by-play assignment direct from the press box at Franklin Field. Besides the Saturday broadcasts, which include explanations of the game, two quarter-hours on Tuesdays and Thursdays also are devoted to a description of football, its rules and how it is played in the United States.

Steel Firm in Spanish

REPUBLIC STEEL Corp., Cleveland, on Oct. 1 started a series of 13 weekly half-hour programs directed to South America on WGEO, General Electric's shortwave station in Schenectady. The series, in Spanish, will be titled *Your Faithful Servant*. It will feature all of the major industries of the United States. The steel tie-up is the value of the product in making these industries possible. At the end of the 13 weeks, the series will probably be renewed, according to G. M. Basford, New York, agency handling the account.

Latin Series Renewed

S. C. JOHNSON & Son, Racine, Wis., continuing to advertise in the Latin American market, on Oct. 11 renewed for 13 weeks, a weekly foreign-language series on NBC shortwave stations WNBI and WRCA, both Bound Brook, N. J. The program, *The Stars of Hollywood* is broadcast in Spanish and Portuguese on both stations. Erwin, Wasey & Co., New York, handles the company's foreign advertising.

Commercial Series for Latin Nations Viewed as Aid to Hemisphere Relations

WITH 13 companies as sponsors of NBC international shortwave programs broadcast to Latin America, American firms are contributing materially toward national defense by helping cement friendly relations between the countries of the Western Hemisphere. This observation was made recently by Lunsford P. Yandell, NBC director of international commercial broadcasting, speaking on "A New Advertising Service to Meet a New National Need" before the Advertising Women of New York at the Advertising Club of New York.

Listing present and projected sponsors of NBC Latin American programs, Mr. Yandell declared that in presenting the new international broadcast service for sponsorship by United States business, care was taken to offer it only "to companies who fully realize that no one has a greater stake in Latin America than good-will."

Included in the 13 sponsors on NBC's shortwave WNBC and WRCA listed by Mr. Yandell were Adam Hat Stores, Astor Hotel, Columbia Pictures Corp., S. C. Johnson & Son, Metro-Goldwyn-Mayer Pictures Corp., Paramount Pictures, Inc., RCA Mfg. Co., RKO Radio Pictures Inc., Standard Oil Co. of New Jersey, United Fruit Co., Universal Pictures Co., Waldorf-Astoria Hotel, Warner Bros. Pictures Inc. [BROADCASTING, Oct. 1].

Sold for Half of Cost

"The first company that accepted our proposal was the United Fruit Co.," Mr. Yandell commented. "We offered 15 minutes every night for a year for $25,000. They started last December and have been on the air ever since, broadcasting Associated Press news in Spanish for 15 minutes from 9 to 9:15 every night. We issued a rate card in March because we felt we had to widen the base on which this service could be used. That rate card offers United States advertisers time for as little as $33 for 15 minutes for coverage from Cuba to Mexico, and all the way down through the Horn.

"We have priced this service at about half what it actually costs us to operate it, because we are trying to make a definite contribution to the public service of this country in the important field of foreign public relations. At first, we offered this service on two premises, sales promotion and public relations, and many companies accepted it primarily for its value in these two fields.

Hemispheric Solidarity

"Since the Axis' success in Europe, another very important factor has entered the picture. It is the growing conviction of Government officials and advisors, and of business leaders in this country, that the country can be served in a very important way by broadcasting to Latin America in the interest of hemisphere solidarity. Now the companies that are using our service and those that are considering it are looking at it not only for its value to their own interests, in sales promotion and public relations, but also as a means of contributing materially toward national defense.

"This is not being done by active propaganda, such as is used by other nations. Instead, by presenting themselves and their goods and services to Latin America, some of the leading companies of this country are giving Latin Americans a picture of the dividends that democracy pays, for comparison with what can be observed in Europe. In addition to this picture, they seek to convince Latin America of the fact that the purpose of U. S. business interest in Latin America is to create, not to exploit."

USING stations in ten major markets, John Richardson, advertising manager of Allied Mills, Fort Wayne, signs a 26-week contract for the weekly transcribed quarter-hour, *Wayne Mail Box*, on behalf of Wayne poultry and livestock feeds. Ranged around the signer are (l to r) W. C. Swartley, manager of WOWO-WGL, Fort Wayne; Louis E. Wade, president of the agency bearing his name; Medford Maxwell, account executive handling the campaign.

SIX-MONTH DRIVE FOR ALLIED MILLS

ALLIED MILLS, Fort Wayne, Ind., on Oct. 7 started a 26-week campaign for Wayne poultry and livestock feeds which by Oct. 28 will include a list of 10 stations. The transcribed *Wayne Mail Box* series is originated at WOWO-WGL, Fort Wayne. A heavy merchandising campaign throughout the Midwest will supplement the program. Stations being used are WOWO; WBT, Charlotte; WHO, Des Moines; KFAB, Lincoln; WMT, Cedar Rapids; WLS, Chicago; KSD, St. Louis; WNAX, Yankton, S. D.; WHKC, Columbus; WLW, Cincinnati.

Included in the promotion campaign for the quarter-hour program are 250,000 reprints of trade paper advertisements for consumers, sales letters to dealers from members of the *Wayne Mail Box* cast, posters, giant telegrams, 5,000 cardboard RFD mail boxes tying in with the theme of the program. All regular advertising also carries a tag on the program, and each Allied salesman carries a 15-minute transcription to play to dealers. The sponsor also uses five spot announcements weekly on each outlet for program promotion.

As part of the program, which features a group of small town folk led by "Elmer Perkins", a typical Wayne Feed dealer, all WOWO talent, weekly contests are held, with a total of $1,000 in cash prizes. The contest is designed to bring participants into contact with local Wayne Feed dealers. Agency handling the accounts is Louis E. Wade Inc., Fort Wayne. Medford Maxwell is account executive.

Brazil Series Praised

THE REVISED *Washington Merry-Go-Round*, under sponsorship of the Government of Brazil on NBC-Blue since Sept. 29 drew the congratulations of President Roosevelt and others in public life to Drew Pearson and Robert S. Allen, political commentators featured on the program. With the inclusion of news and comments on Brazilian affairs, the program will improve relations between the Americas, said the President's telegram. Similar messages came from Henry A. Wallace, Charles L. McNary, Sam Rayburn and Joseph W. Martin.

WRC Hittenmark WAKES UP WASHINGTON

For over five years Gordon Hittenmark's "Your Timekeeper" program has been awakening the thousands of Washington wage earners (and housewives too) who have to get up between 6 and 9 A. M.

39 clients are now using "Your Timekeeper" to sell soap, ice cream, coal, jewelry, etc. They report excellent results. At $12.50 per announcement (less discounts) "Your Timekeeper" is proving a most effective way to create sales.

Hittenmark, one of the most popular figures in Washington radio, has just received the 1940 Citizenship Award of the American Legion. He has been identified with the President's Cup Regatta, the Metropolitan Police Boys Club, Radio Open Golf Championship (3rd year), and many other outstanding Washington radio successes.

Represented Nationally by NBC SPOT Sales Offices

NEW YORK · WASHINGTON
CHICAGO · CLEVELAND
SAN FRANCISCO · DENVER
BOSTON · HOLLYWOOD

WGY Operation Is Started by GE

Nine-Year NBC Pact Ended; Hager Stays as Manager

FOLLOWING the lead of Westinghouse, General Electric Co. on Oct. 1 took over complete operation of WGY, Schenectady, terminating a nine-year arrangement under which NBC had managed program and sales operations of the station. WGY is scheduled for hearing before the

Mr. Hager

Mr. Peare

FCC Oct. 21 because of this NBC management contract, in which the FCC proposes to determine whether GE actually had transferred the station's license in violation of Section 310 of the Communications Act. On Oct. 7, however, GE asked the FCC to cancel the hearing in view of the new agreement.

National Sales Unchanged

Coincident with announcement of the cessation of the NBC contract, L. D. Coffman, General Electric attorney in Schenectady, informally notified the FCC of the arrangement. GE then petitioned the FCC to reconsider its action setting the WGY renewal application for hearing, on the ground that the condition complained of now has been remedied by cancellation of the NBC management contract. Such a move was made by Westinghouse on behalf of four of its stations formerly program managed by NBC after which the FCC dismissed the hearing notices in a strongly worded opinion [BROADCASTING, Sept. 15].

The new arrangement, it was announced Oct. 3 by J. V. McConnell, national spot and local sales manager of NBC, does not involve changes in handling of national spot sales and service for WGY. Mr. McConnell's organization will continue to act as national sales representatives for the station, just as it does for the Westinghouse stations.

In addition to WGY, other stations cited for hearing on management contracts are WHCU, Ithaca; WAPI, Birmingham; WWL, New Orleans, and WGST, Atlanta [BROADCASTING, Sept. 15].

The new WGY contract with NBC as filed with the FCC is considerably broader than the standard form of affiliation contract, apparently taking cognizance of some of the criticisms leveled against network relationships with affiliates contained in the controverted FCC Network Monopoly Committee Report. The contract, it is reported, specifies that WGY shall be a Red Network outlet, whereas the old form simply covers affiliation with NBC and does not specify either of its networks. Moreover, the contract is reported to provide greater latitude for the station in accepting or rejecting network programs, under the optioned time provisions.

The optioned time clause in the new contract specifies that because of "your public responsibility your station, for any reason satisfactory to you, may reject any network program, on condition, however, that you do not broadcast over your station during the time of such rejected network program any non-political commercial program without NBC's consent". Arrangements for compensation to NBC, in the event the time is used for commercials, also are specified.

The clause dealing with network programs provides: "During network optional time we agree to supply your station with our basic Red network programs; during all other time we agree not to make any of our basic Red Network programs available to any other broadcast station located in the Schenectady, Troy, Albany Metropolitan area, unless you shall have refused to broadcast any such program over Station WGY".

Robert S. Peare, manager of broadcasting and publicity for GE, announced also that Kolin Hager, manager of WGY since its inauguration in February 1922, save for a two-year period, will continue in that executive capacity. Technical operations will continue under direction of W. J. Purcell, another radio pioneer. Mr. Purcell was engineer of the station when it first went on the air and has been associated with its technical operation during the last 18 years.

Others Not Involved

KOA, Denver, and KGO, San Francisco, also owned by GE, are not involved in the new contractual relationship. Despite their GE ownership, the stations actually are licensed to NBC, which has full control over sales and program operations. As a consequence, these stations were not cited under the management contract inquiry of the FCC.

WGY started operation in 1922 with 1,500 watts. Later it procured 5,000 watts and in 1924 began operation with 50,000 watts. Many basic engineering experiments dealing with higher-powered transmitters were completed at the GE plant on a 54-acre plot at South Schenectady.

FUTURE radio executive gets an early start, might be the proper title of this snapshot. It shows Arthur Sinclair Morris, age 15 months (left), appearing to pop the question to Cicely McConnell, age 2. Little Arthur is the son of Tom Morris, of the sales staff of KTUL, Tulsa, and grandson of Arthur B. Church, operator of KMBC, Kansas City. Cicely, named for Mrs. Church, is the daughter of Jim McConnell, director of the KMBC Artists Bureau.

Ronson Spots

ART METAL WORKS, New York, has prepared a spot campaign to increase Christmas sales of Ronson lighters. Now on WQXR, New York, with 28 live announcements weekly, the company will sponsor announcements, starting about the second week in December, on eight United States and nine Canadian stations. Stations lined up for the campaign by Cecil & Presbrey, New York, include: WJZ and WQXR, New York, WMAQ, Chicago; WNAC, Boston; WJR, Detroit; KPO, San Francisco; KFI, Los Angeles, and WCKY, Cincinnati. In Canada: CFCN, Calgary, Alta.; CJOR, Vancouver, B. C.; CKY, Winnipeg, Man.; CHSJ, St. Johns, N. B.; CKCO, Ottawa, Ont.; CFRB, Toronto, Ont.; CKAC and CFCF, Montreal, Que., and CHRC, Quebec, Que.

MURROW HONORED

Press Group Pays Tribute To London Reporter

NEW YORK'S Overseas Press Club, composed of former foreign correspondents, has selected Edward R. Murrow, chief of the CBS European staff in direct charge of its London bureau, as "the foreign correspondent who, during the first year of the Second World War, has contributed the most, as a result of his work, toward the information of the American people and the formulation of American national policy in international relations."

Mr. Murrow

William L. Shirer, CBS chief correspondent in Berlin, was runner-up in the radio selection. Awards for overseas newspaper reporting went to Leland Stowe, of the *Chicago Daily News* foreign service, and Hallett Abend of the *New York Times*.

Murrow's prize was a typewriter with an engraved plate, which was presented to him through Paul W. White, CBS director of public affairs, at a gathering of public officials and newsmen in New York Oct. 2 at the New York World's Fair.

"Ed" Murrow has served on the European news front since May, 1937, having been sent abroad after serving as CBS director of talks. All through the aerial bombardments of London, he has stuck to his post. A bomb recently blasted the CBS London offices out of use but did not interrupt his scheduled broadcasts. He is 36 and a native of Greensboro, N. C.

Vick on Coast

VICK CHEMICAL Co., Greensboro, N. C. (Vatronol), on Sept. 30 started a thrice-weekly quarter-hour musical program, *Wake Up & Sing*, on 10 NBC-Pacific Coast Red stations (KFI KPO KHQ KGW KOMO KMJ KOH KWG KFBK KERN), Mon., Wed., Fri., 7:30-7:45 a. m. (PST). Contract is for 26 weeks, and programs feature Jay Burnett, singer and novachordist. Jim Brannon is announcer-producer. Morse International, New York, has the account.

50 kw. Operation Is Awarded KYW

WNEW, WDSU and Others Are Granted Increases

PHILADELPHIA gets its second 50,000-watt station, with the grant by the FCC Oct. 2 to KYW, Westinghouse Red Network outlet, to increase power from its present 10,000 watts on 1020 kc. The station, however, shifts to 1060 kc. under the Havana Treaty allocations effective March 29. The construction permit authorizes changes in equipment and use of directional antenna day and night, as a Class I-B outlet.

KYW expects to start 50,000-watt operations in November. E. H. Gager, plant manager, said it would take several weeks before technical changes could be made at the transmitter at Whitemarsh, Pa. "For the past several months we have been doing considerable work in modernization of the plant so that the change when authorized by the Commission would be accomplished with a minimum of time and effort," he said. The present 250-foot masts will be replaced by four 470-foot self-supporting towers. Westinghouse equipment will be used throughout.

Horizontal increases in power for stations on two regional channels, giving them 5,000 watts at night, in accordance with engineering provisions of the treaty allocations, also were authorized Oct. 2. WNEW, New York, and WDSU, New Orleans, both on 1250 kc., were given construction permits for 5,000 watts night with directional antennas. WKST, New Castle, Pa., was given a construction permit for 1,000 watts fulltime on the same channel, with a directional antenna for night use, in lieu of its present daytime assignment.

Southern Grants

On 930 kc., WDBJ, Roanoke, and WBRC, Birmingham, were given construction permits for night power increases to 5,000 watts, with directionals at night. WSBT, South Bend, Ind., was granted a construction permit to change equipment, including installation of a directional for both day and night use, and to shift from 1360 kc. to 930 kc., with 500 watts fulltime instead of sharing with WGES, Chicago.

The latter grant, however, was made upon condition that the *South Bend Tribune*, licensee of both WSBT and WFAM, dispose of its interest in WFAM. The latter station operates on 1200 kc. with 100 watts.

KMED, Medford, Ore., was granted modification of license to increase its night power from 250 to 1,000 watts on 1410 kc. It has used 1,000 watts day. WPAR, Parkersburg, W. Va., was granted a construction permit to install new equipment and increase its power from 100 to 250 watts fulltime on 1420 kc.

Rochester Cases to Hearing

PROPOSAL of WSAY, Rochester, to change its status to that of a regional has been ordered for hearing by the FCC. WSAY now operates with 250 watts on 1210 kc., and seeks 1,000 on 1340 kc. Also ordered for hearing was the application of Edward J. Doyle, Rochester oil dealer and large local radio advertiser, seeking a new station in that city to operate with 1,000 watts fulltime on 1340 kc.

WANTED... *in "America's Money Belt"*

Enough Toothpaste to Clean All the Bridgework from the Golden Gate to the Empire State

WILL YOU SELL IT?

JUST imagine a Hollywood smile—all the way from Hedy's back door to Al's 102-story bungalow in Gotham. Yes, the toothpaste sold annually in America's Money Belt could be spread over a smile that wide! And if *you* want to sell your share, a heavy schedule on the Cowles Stations is the answer.

We say the Cowles Stations, because that's the only way you reach every nook and cranny of the rich Money Belt region.

And in America's Money Belt, folks are buying toothpaste—and millions of dollars of other drug articles—from more than 3,048 drug stores in the area. With agricultural and business conditions better than ever, this year they're going to buy still more. You can sell it—with the help of the *"four-way voice of the Money Belt."*

WHICH OF THESE DO YOU SELL?

Annual Retail Sales in "America's Money Belt"

Dentrifices	$ 4,601,293
Face Powders	1,446,120
Talcum Powders	788,793
Hair Tonics	657,327
Face Lotions	1,051,724
Hair Dressings	788,793
Deodorants	460,129
Manicure Preparations	657,327
Shaving Creams and Soaps	1,248,922
Face Creams	2,300,646
Perfumes	1,117,457

(Total drug commodity sales—$49,216,000)

The Cowles Stations

WMT ★ **KRNT** ★ **KSO** ★ **WNAX**

CEDAR RAPIDS WATERLOO — DES MOINES — DES MOINES — YANKTON SIOUX CITY

WMT KRNT KSO WNAX

Affiliated with THE REGISTER AND TRIBUNE, Des Moines, Iowa

Represented Nationally by THE KATZ AGENCY

FM Rules to Speed Up Applications

Trade Areas Defined in New, Less Severe Requirements

ACCELERATED demand for new commercial frequency modulated broadcast stations is anticipated with revision by the FCC of rules governing FM allocations. A definite system of flexible allocations with no rigid mileage coverage limitations is established.

To be accompanied shortly by easing of the more rigid requirements in the FM application form (No. 319), the amended rules are expected to give impetus to development of commercial FM, which has lagged during the last several weeks due to the onerous requirements both as to qualifications of applicants and allocations. Thus far some 40 FM applications have been filed, of which substantially half appear to comply with the revised rules. The remaining score will be returned to applicants for revision.

Fixed Mileage Dropped

The FCC adopted the modified allocation rules Oct. 3 by unanimous vote following a final conference of staff officials Sept. 30 with representatives of the industry. While there was not full agreement on the new regulations as between the FCC and the industry representatives, there was unanimity on the elimination of maximum mileage requirements and of the establishment of specified basic trade areas and limited trade areas. It was concluded that the former rules, setting up fixed mileages, were artificial and that the new provisions set up a more scientific approach.

The new rules are immediately effective. However, it was made clear that they are subject to modification if they do not accomplish the desired goal of maximum FM service and horizontal competition in each trade area. The next step is actual testing of the allocations "in the field," which means operation of stations under the standards.

The new rules retain the three-group classifications with the 35 FM channels of 200 kc. width (wide-band FM) distributed as heretofore. The same number of channels is allotted to each class of station. But each class now is comprehensively defined, with the areas to be covered to be determined by use of available market study data.

The terms "basic trade area" and "limited trade area" are added to radio nomenclature. In addition, however, rural areas are also recognized, with Class C stations, or those in the largest category, required to render rural service.

Actually, a new class of station was defined, to be identified as Class D, and which will have service functions differing from those of the three primary classes. But this type of station will be probationary, in that it must be shown that no "unfair competition" will arise. Such stations will be assigned to one of the seven channels allotted for Class C service, in which the principal coverage function would be that of serving a large rural area.

MORE than 500 station clients and Philadelphia radio station executives attended the first practical demonstration of FM in Philadelphia arranged by WIP in cooperation with General Electric Co., Sept. 31, Oct. 1-2. Two miniature stations, GEAM and GEFM, operating on the same principle as broadcast stations, were used in the demonstrations conducted in the WIP studios by D. Lee Chestnut (left), GE engineer, shown with Benedict Gimbel Jr. (center), WIP president, and Clifford Harris, WIP technical supervisor.

Full text of revised rules governing commercial FM allocations will be found on Page 96.

It was evident, in the FCC explanation of the modified rules, that the objective was to provide more effective use of the limited number of channels available, and at the same time prevent larger stations (Classes C and D) from procuring ultimate competitive benefits which might permit them to "skim the cream" of urban area coverage.

Attending the final industry-FCC session preparatory to adoption of the modified rules were FCC General Counsel Telford Taylor, Chief Accountant William J. Norfleet, Assistant Chief Engineer in Charge of Broadcasting Andrew D. Ring, DeQuincy V. Sutton, head accountant, and T. L. Bartlett, attorney, for the FCC. Industry conferees included NAB President Neville Miller; Maj. Edwin H. Armstrong, FM inventor; John Shepard 3d, president of FM Broadcasters Inc.; Paul W. Morency, WTIC, Hartford; Philip G. Loucks, Washington attorney; Paul A. DeMars, Yankee Network vice-president, and Lynne Smeby, NAB director of engineering.

Basic Trade Areas

The FCC explained that the new definitions of coverage areas were selected as the best means of establishing the service of FM stations. The meaning of rural area (all land area outside incorporated towns or cities with population greater than 2,500 and where the density of population is less than 150 per square mile) is substantially the same as that defined by the U. S. Census Bureau.

There will be approximately 625 basic trade areas, to be established by the FCC on the basis of a showing made by applicants and other Government economic radio coverage data. The definitions were established "because the limitation of the trade areas as established corresponds in general with the social and cultural interests of the community and also the area which a high-frequency broadcast station can serve with good technical service both day and night corresponds in a large measure with the majority of such areas," said the FCC.

It was explained that the aggregate of all the basic trade areas includes the entire area of the country. Thus, under the plan, the whole population will receive service "except where technically and economically it is not possible to render service throughout some areas."

In establishing boundaries of trade areas, the FCC said special consideration will be given to the radio coverage limitations, but as far as possible the retail trading area will be followed. Each area will have one or more stations, but since the area may vary widely in size, the facilities allotted (antenna height, plus antenna gain, plus power) will likely vary in different areas.

No Change in Channels

"To permit the stations in the large cities to extend their areas beyond the trade area," it was stated, "would necessarily result in a situation where some areas which could otherwise support a station would not be able to do so, and, as a result, the plan for uniform distribution of service where technically and economically feasible would be impaired."

The main station classification (Class B) will be accorded 22 channels of the 35 available. Stations qualifying will serve basic or limited trade areas, of cities with a population of more than 25,000. Six channels (Class A) are reserved for the basic and limited trade areas in which the city has population of less than 25,000. The remaining seven channels are for Class C and (in isolated instances) Class D stations having the primary rural function. It is only in this instance that a mileage limitation is retained. Here the rules specify that a rural area of at least 15,000 square miles must be covered, except in special cases.

Limited trade areas, it was explained, are established to permit service to cities and their trade areas so the many cities which are not listed as primary or basic trade areas may have FM service to

(*Continued on page 97*)

FCC To Prepare New FM Forms, Easing Questions

Severity Conceded as Study of New Forms Is Started

TACITLY admitting that some questions propounded in its broadcast application forms, covering both standard and FM assignments, are burdensome, the FCC formally announced Oct. 3 that its staff has undertaken preparation of new forms "that will obtain essential information without imposing too great a burden on the applicant".

FCC Chairman James Lawrence Fly started the move toward revision and simplification of the forms several weeks ago, after a deluge of complaints had come from the industry, particularly in connection with the new FM application form which had retarded filing of applications for such stations. Conferences arranged between the industry and the FCC Rules Committee resulted in the conclusion that both forms should be modified.

Exchange of Ideas

The Commission announced that pending preparation of the new forms, likely to entail several weeks, the broadcasters and the FCC "are mutually agreed that in instances where particular questions in the present forms necessitate the furnishing of exceptionally involved and lengthy data, the applicant may be permitted to make general answers with explanation". After the examination of such general answers, the announcement said, the Commission would require the furnishing of further data only where necessary for the purpose of its action on the application.

Exchange of ideas with the representative broadcast groups, the Commission said, resulted in the determination to modify certain of the requirements. Conferences were held Sept. 12 and 13 by committees representing NAB, FM Broadcasters Inc. and National Independent Broadcasters with the FCC Rules Committee and other FCC officials [BROADCASTING, Sept. 15].

The Commission said that reduction of some of the "paper work" would expedite applications without sacrificing facts and figures necessary to enable the Commission to make determination.

"It was through similar cooperative endeavor that the Commission has further defined and clarified certain high-frequency broadcast rules and regulations, which will also tend to stimulate that new type of program service," the FCC said.

On Oct. 3, the FCC received from E. C. Pulliam, WIRE, Indianapolis, chairman of the NAB Conference Committee, and John V. L. Hogan, WQXR, New York, chairman of the FM Broadcasters group, statements reducing to writing the suggestions made to the FCC Rules Committee at the conferences last month. These written suggestions, along with one from NIB submitted by Harold A. Lafount, president, and Andrew W. Bennett, counsel, will be studied by the Rules Committee and FCC departments prior to the calling of a final meeting.

The FCC made it clear in its announcement that the revisions will apply to applications for high-frequency (FM) stations as well as for standard broadcast service.

VARIETY
KFRC GRABS BIG CONTRACTS, FRISCO OK
San Francisco, Sept. 3.
Plenty of rejoicing
KFRC manager Bill Pa
naturing of $200,000 w
single day, T
Radio Daily September 4, 1940
Don Lee Net Closes Important Contracts
San Francisco — Two more long-term contracts, whose time and talent
VARIETY
KHJ IN LEAD AS L.A. BIZ DIP ENDS
Los Angeles, Aug. 27.
romotion forces of rival sta-
envious eyes in the direc-
HJ, which last week stepped
tirred busines

DON LEE FALL BUSINESS UP 78%

Don Lee chalks up another record increase in fall business. It's a simple formula we use . . . give the advertiser's message strength where it counts . . . where the people live! The Pacific Coast has the largest percentage of radio homes in the United States, and the Don Lee Network reaches better than 9 out of 10. Our constant increase in network business is evidence that advertisers are getting what they want in response. Their sales record is proof of results where they count . . . at the cash register.

A PARTIAL LIST OF NEW ADVERTISERS SCHEDULED FOR DON LEE NETWORK

Langendorf Bakeries
Sunnyvale Packing Company
Liberty Magazine
American Safety Razor
P. Lorillard & Company
Peter Paul, Inc.
True Story Magazine
Standard Oil Company
Feenamint
Safeway Stores
Haven of Rest
D. Ghirardelli Company
Noxzema Chemical Company
Wheeling Steel Company
Gillette Safety Razor Company
Fels and Company
The Wander Company
Union Pharmaceutical Company
Van Dyck Cigars
Roma Wine Company
Look Magazine
American Economic Foundation

MUTUAL **DON LEE** BROADCASTING SYSTEM

1076 W. 7th St., Los Angeles, Calif.
THOMAS S. LEE, *Pres.*
LEWIS ALLEN WEISS, *Vice-Pres. and Gen. Mgr.*
Affiliated with Mutual . . . Represented by Blair

THE NATION'S GREATEST REGIONAL NETWORK

Plan to Permit Superpower As Defense Measure Studied

Administration Proposal Opposed by Wheeler; Improved Coverage of Rural Areas Claimed

LIFTING of the ban on superpower for broadcasting stations as a national defense measure is being strongly advocated in some Administration circles, but already has collided with stout resistance in Congressional quarters.

Premised on the desire to increase rural coverage so the farm population can be kept advised on all current developments and be within consistent earshot of official Washington, the plan has been broached by FCC Chairman James Lawrence Fly to Senator Burton K. Wheeler (D-Mont.), chairman of the powerful Interstate Commerce Committee. Two years ago, when the superpower battle before the FCC was at its height, the Senate adopted a resolution offered by Senator Wheeler expressing opposition to power in excess of 50,000 watts.

The Answer Is No

Chairman Fly, in talking with Senator Wheeler a fortnight ago, asked the legislator's opinion as to whether the Senate would lift the present power limit in view of the national emergency. The answer, it is reliably reported, was an emphatic "No", with the result that the new move was slowed down but evidently not entirely stopped.

The plan, roughly, is understood to embrace a proposal that a half-dozen stations on clear channels, strategically located, be given power of 500,000 watts or greater to saturate rural and remote areas. Justification for this move, which might be temporary, is the desire for widest possible dissemination of information during the emergency period. In its present nebulous state, the plan covered regular commercial operation for the stations but presumably with certain time guaranteed for Government reports bearing on national defense.

Actual selection of stations likewise had not been determined. There are now 13 stations with pending applications for 500,000 watts. Only one station since the advent of broadcasting has held an authorization during regular program hours to operate with power in excess of 50,000 watts—WLW, Cincinnati, which held special experimental authority from April, 1934 until March, 1939, for 500,000 watts. WLW, however, lost the privilege in one of the most bitterly fought legal contests in radio history.

Stations with applications pending for 500,000 watts, in addition to WLW, are KFI, Los Angeles; WSM, Nashville; WOR, Newark; WGN, Chicago; WSB, Atlanta; WJR, Detroit; WJZ, New York; WGY, Schenectady; WHAS, Louisville; WHO, Des Moines; KSL, Salt Lake City; WOAI, San Antonio. These applications have been designated for hearing but actually are in a suspended status, with no hearing date set.

Chairman Fly, who also heads the Defense Communications Board, national defense policy-making body for communications, is believed to have been impressed with the superpower plan for a number of reasons, all bearing on national defense. The claim often has been advanced that rural and remote areas do not receive adequate service under the present allocations and that only through power increases for clear-channel outlets can some semblance of saturated coverage be attained. This claim repeatedly has been refuted by regional stations. Moreover, it now is contended that the Havana Treaty allocations, which are slated to become effective March 29, will provide horizontal increases for stations all down the line and that most of the slack in remote coverage will be caught up.

Fears Monopoly

Chairman Wheeler is reliably reported to have expressed emphatic disapproval of the superpower network plan. His reaction, expressed many times in the past, was that such a move would result in ultimate ruination of regional and local stations, because of competition. Moreover, he has strongly stressed the "monopoly" aspect, contending that superpower places too much potential influence in the moulding of public opinion in the hands of the licensees. Such a move, he feels inevitably would result in Government ownership of all broadcasting.

Senator Wheeler's answer to the complaint of insufficient rural coverage by networks from national program centers was that the major networks can be required to provide service to independently-owned stations in sparsely settled areas, even if it represents a financial loss. Big city stations commanding high advertising rates should be forced to carry along a reasonable number of unprofitable small city outlets and thus be required to provide actual nationwide service, he believes.

Where the superpower network effort started is not clear. Since development of the national emergency, however, the talk has been heard in FCC and other radio circles. Aside from the desire to saturate the entire population by radio, superpower carrier signals would have a definite value for air transportation and training, it is claimed, since pilots would be enabled to use them as homing beacons.

Since losing its 500,000-watt license in 1939, WLW has desired reinstatement of that power. Denial of the renewal came not because of technical shortcomings but on economic, competitive and political grounds. Moreover, a number of other clear-channel outlets have sought superpower authorization and at least one station, in installing a new 50,000-watt transmitter two years ago, actually purchased a basic 500,000-watt unit, with the idea of adding stages if and when the FCC lifted the ban.

FIFTY YEARS of service with the company were rewarded Oct. 1 when Dr. Frank Conrad, known as "the father of radio broadcasting", received a diamond-studded gold lapel emblem from Westinghouse Electric & Mfg. Co., of which he is assistant chief engineer. Dr. Conrad (left), technically responsible for what Westinghouse claims the first regularly scheduled radio broadcast—Nov. 2, 1920, on KDKA, Pittsburgh—here receives his 50-year emblem from Dr. R. E. Hellmund, Westinghouse chief engineer.

Whereas superpower has been regarded as a sort of hybrid political and economic issue since the WLW litigation, the national defense aspect gives the whole subject new impetus, it is felt.

Opposed by Regionals

When the superpower issue first arose, National Assn. of Regional Broadcast Stations, under the leadership of John Shepard 3d, president of Yankee Network, strongly opposed the trend largely on economic grounds. It contended that regional stations, now performing service in cities and contiguous rural areas would be deprived of national network service and national spot business. Thus, it was claimed, the whole broadcast structure would be deteriorated.

Proponents of superpower, on the other hand, took the position that maximum technical advantage of available facilities should be required and that vast rural areas, which need radio most, are not getting acceptable primary service. Whereas city residents have a multiplicity of station service, as well as other modes of entertainment and relaxation, the deep rural dweller has only radio and usually very little of that. Stations with power wallops, they argued, can provide service for these people as a "public contribution" and place more nearly into full effect provisions of the Communications Act calling for equitable distribution of radio service to the entire nation.

Rescision Necessary

Before the FCC would be disposed to act on any of the pending full-power applications, whatever the motivation, it would first await rescinding by the Senate of its anti-superpower resolution. While that legislation is on the books, the FCC, from the practical standpoint, cannot authorize power beyond 50,000 watts during regular program hours, even on an experimental basis. The present FCC rule governing station power states simply that stations on clear channels shall use 50,000 watts power, which technically leaves the way open for higher power.

Coincident with the disclosure of the superpower move there developed reports of possible Government intervention. Several years ago a plan for a Government-owned superpower station actually was considered in inner circles of the Administration. It died aborning, however, after strong opposition developed within the Government itself.

Now, with revival of superpower talk, the same interests are said to be discussing a variation of the plan. This apparently is on the theory that, during a national emergency, the Government can assume the task of keeping the public informed. Because of the objections to superpower operation by commercial stations, both from the competitive standpoint and because of the monopoly aspect, this newest Government movement appears to have been launched.

Might Prove Boomerang

Such a development, it is openly stated, would be a boomerang, and the possible forerunner of "nationalization" of broadcasting. The industry long has felt that if the Government ever undertakes operation of any broadcast stations, whatever their classification, politicians and ambitious brain-trusters soon would grasp the opportunity to "nationalize" the structure.

Another concern is the Defense Communications Board itself. Should the board as a measure of national defense recommend superpower operation, it is assumed the President, to which the recommendation would be made, could take steps for such a temporary structure. Thus far, as near as could be ascertained, this matter has not been discussed by the Defense Board.

Roma Wine in West

ROMA WINE Co., Lodi, Cal., on Oct. 1 began sponsorship of *Cracker Barrell Forum* with Art Linkletter, m.c. from Telenews Theater, San Francisco, over 16 Don Lee stations in Cal. and 3 in Arizona, Tuesdays and Thursdays, 6:45-7 p. m. (PST). This replaces *World's Fair Party*, sponsored by Roma for two years from Golden Gate Exposition. Account placed through Cesana & Associates, San Francisco.

Humble Grid Series

HUMBLE OIL & REFINING Co., Houston, on Oct. 5 started sponsoring a combination of 21 Southwest Conference and intersectional football games on Texas Quality Network and Lone Star Chain stations. TQN outlets carrying the series are WBAP, Fort Worth; WFAA, Dallas; WOAI, San Antonio; KPRC, Houston. LSC stations are KGKO, Fort Worth; KXYZ, Houston; KTSA, San Antonio; KRIS, Corpus Christi; KRGV, Weslaco; KFDM, Beaumont. Agency is Franke-Wilkinson-Schiwetz, Houston.

Wings on 40 in Canada

TUCKETT'S TOBACCO Ltd., Hamilton, Ont. (Wing cigarettes), started on Sept. 30 transcribed spot announcement campaign with 24 spots weekly on 40 Canadian stations. Account placed by MacLaren Adv. Co., Toronto.

NATIONAL SPOT TIME BUYERS:

Only **FACTS** *can help you select Stations*

7

1 *Independent coincidental Survey of Cleveland audiences March 1938*

2 *Independent coincidental Survey of Cleveland audiences June 1938*

3 *Independent coincidental Survey of Cleveland audiences January 1939*

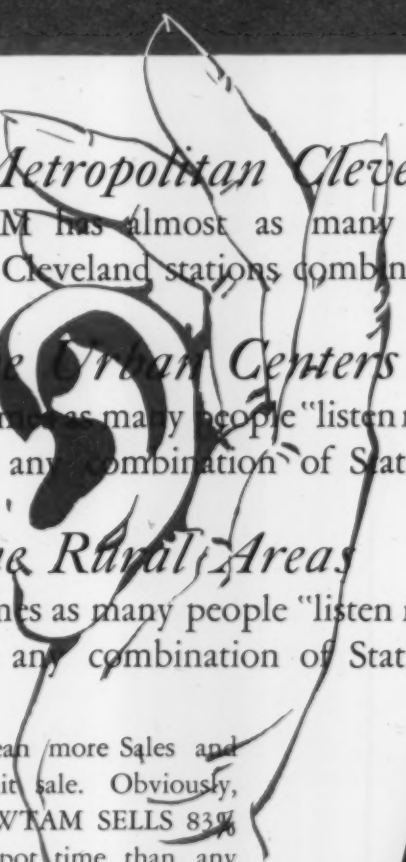
4 *Independent coincidental Survey of Cleveland audiences April 1940*

5 *NBC Urban Personal Call Survey 1939*

6 *NBC Rural Post Card Survey 1939*

7 *CAB Station audiences October 1939 to April 1940*

SURVEYS confirm 3 facts about WTAM..



1 *In Metropolitan Cleveland*

WTAM has almost as many listeners as all other Cleveland stations combined

2 *In the Urban Centers*

Ten times as many people "listen most" to WTAM as to any combination of Stations in the area

3 *In the Rural Areas*

Six times as many people "listen most" to WTAM as to any combination of Stations in the area

More Listeners mean more Sales and lower cost per unit sale. Obviously, this explains why WTAM SELLS 83% MORE National Spot time than any other Cleveland Station

WTAM
CLEVELAND
50,000 WATTS · 1070 KC.

Represented Nationally by NBC SPOT Sales Offices

NEW YORK · CHICAGO · SAN FRANCISCO · BOSTON · WASHINGTON · CLEVELAND · DENVER · HOLLYWOOD

Political Series On 40 Stations

Two Weekly Periods Sold to America First Committee

WHAT LOOKED like a loss of substantial business for some 40 stations was transformed into a paid political series to run until election day by virtue of telephonic negotiations Oct. 4 between John Barton, BBDO Chicago vice-president, and Edgar L. Bill, WMBD, Peoria, chairman of the NAB Code Compliance Committee. NAB headquarters in Washington sat in by remote control.

A series of two 15-minute programs per week offered stations throughout the country for the "America First Committee" through BBDO on Oct. 1 was ruled to be "controversial", and the NAB Code Committee promptly advised all stations the programs could not be accepted on paid time. Under the code they could only be placed as free sustaining matter.

Mr. Barton, in his conversations with Chairman Bill, agreed to change the complexion of the programs to conform with the political section of the code, making possible use of paid time. The committee revised the script to describe itself as a non-partisan organization supporting the election of all candidates for public office who advocated the principles it espoused, essentially that America be protected first, and opposing all possible aid "short of war" to Britain.

Mr. Bill asked H. Preston Peters Inc., to confer with Ed Kirby, NAB public relations director in Washington, on the matter. It was finally resolved in the telephonic exchanges that the series was acceptable until the elections, under the classification of paid political time.

Previously, the Code Committee had held that the published objectives were such as clearly to show a "public controversial issue". The notice to stations advising them they could not accept the series as paid time promptly was rescinded after the BBDO revision and the new ruling of the NAB Committee.

* * *

The America First Committee is headed by R. Douglas Stuart Jr., son of the vice-president of Quaker Oats Co., Chicago. Although its home office is in Chicago, prominent persons throughout the country are on the Committee's national board. Among them are Avery Brundage, John T. Flynn, Henry Ford, Lessing Rosenwald, Jay C. Hormel, Gen. Hugh H. Johnson, Mrs. Alice Roosevelt Longworth, Hanford MacNider, Eddie Rickenbacker, Louis Taber, Oswald Garrison Villard, Mrs. Burton K. Wheeler and Gen. Robert E. Wood.

Transcriptions being used on national spot include Senator Arthur Capper (R-Kan.), Boake Carter, Senator David I. Walsh (D-Mass.), Senator Edwin S. Johnson (D-Col.) and Rep. James E. Van Zant (R-Pa.). Incidental music is by a choir.

Transcribed broadcasts have started on WBBM WCAU WJR WRVA KFI KSD WNAC WCAE WISN WGR WCCO WTCN WWL WKRC KMBC KOMO WIRE WHEC WHAS KOIN KPRC WBNS KLZ WFBR WSB WAPI WJAR KOIL WFBL WTAG WKY WSM WHO KHQ WDAY WMBD WAVE WLW WIS KTUL WOC WCKY KOMA KGKO KIRO KROW WOR KSFO WFIL WGAR WOL WOW WHAM. Expected to start within the month are WDBJ WSMB WGN, with more stations expected to be added. BBDO, Chicago, handles the account.

ALL-AMERICAN Nile Clark Kinnick (right), who last year nosed out Joe DiMaggio in the sports writers selection of outstanding athlete of the year, now has a sponsor, Iowa Dairy Industry Commission. He does intermission comments for KRNT, Des Moines, and WMT, Cedar Rapids during Iowa U football games. Here Gene Shumate (left), KRNT sportcaster, talks it over with Kinnick and Carl Menzer, radio director of WSUI, Iowa U station, prior to a game.

Schick Adds Dodgers

LAST of the teams of the National Professional Football League to secure a commercial radio sponsor [BROADCASTING, Sept. 15] is the Brooklyn Dodgers, with Magazine Repeating Razor Co., New York (Schick razors), taking over the five games from Nov. 3 to Dec. 1 on WOR, Newark. The same sponsor previously had signed for all 11 games of the New York Giants over WHN, New York. Dodgers games prior to Nov. 3 are being carried sustaining by WOR.

KINNICK SPONSORED

Grid Satellite Gives Comments At Iowa U Games

NILE CLARK KINNICK Jr., All-America halfback of the University of Iowa's 1939 football team and acclaimed the greatest grid star of last year, has been signed to do intermission commentary for KRNT, Des Moines, and WMT, Cedar Rapids. He gives predictions and color, and reviews stories of last year's football games before and during the half-time intermissions of the Iowa U games.

Gene Shumate, of KRNT, and Bert Puckett, of WMT, do the play-by-play commentary. Kinnick, assistant freshman football coach of Iowa, is studying law, having turned down a chance with several pro football teams, one which offered him $8,000 for the season. He is the grandson of a former Iowa Governor, is interested in politics and has done considerable stumping for Wendell L. Willkie.

The games this year will be sponsored by the Iowa Dairy Industry Commission, a State promotional setup for the selling of Iowa dairy products. The Iowa Legislature voted to tax each dairy producer one cent on each pound of butterfat sold between May 1 and May 15. Approximately $95,000 was raised in this manner this year. Arrangements had to be made with ranking State officials to permit Kinnick to broadcast since he is an employe of a State university and the concession was made only because he was on the selling end of a public service program.

WINNER of the *Sporting News* baseball announcing trophy, Bob Elson (right), WGN-MBS announcer, receives the handsome reward from William Harridge, president of the American League. Ceremonies were broadcast on MBS Oct. 2, keyed from WKRC, Cincinnati.

ELSON IS AWARDED BASEBALL TROPHY

BOB ELSON, MBS and WGN sports announcer, was designated as the outstanding major league baseball broadcaster for 1940 by *The Sporting News*, national baseball weekly. The award was announced Oct. 2 over a nationwide hook-up from Cincinnati following the opening game of the World's Series.

Elson, who for the 12th consecutive year was one of the announcers for the recent World's Series, was presented with a trophy by J. G. Taylor Spink, publisher of *Sporting News*.

Elson was selected on the basis of a consensus, gathered by *Sporting News* from many sources in determining the baseball publication's annual award to the broadcaster who had contributed the most to the game and to the radio, attracted the largest following and demonstrated unusual ability as a baseball reporter.

It was the fourth annual award to be made to a baseball broadcaster by *Sporting News*. Those selected in previous years were France Laux, KMOX, St. Louis, 1937; Tom Manning, WTAM, Cleveland, 1938; Walter Lanier (Red) Barber, WOR, New York, 1939.

Bell System to Provide Wide Channels For Relays As Needed by the Industry

WHEN BETTER transmission channels than those now generally used for network relays are desired by the broadcasting industry, such as probable requirements for FM, the Bell System companies expect to be in a position to meet that need. That is the word received by BROADCASTING from American Telephone & Telegraph Co. in response to inquiries as to the availability of wire lines, as opposed to radio relays, for FM network operation or for lines from transmitter to studio capable of passing frequencies up to 15,000 cycles.

The AT&T, which now maintains a network of more than 100,000 miles of special program circuits, made the following analysis of the wire-line availability matter:

Recent discussions of the use of frequency-modulation broadcasting stations have in some cases included statements that inter-city program transmission networks provided by the telephone companies are not capable of transmitting the tonal richness which will distinguish frequency-modulation from present-day broadcasting. It may be that such statements result from the fact that the principal broadcasting organizations now use inter-city networks which transmit programs from about 100 to 5,000 cycles, while the frequency-modulation broadcasters, in recognition of the ability of most people to hear frequencies substantially above 5,000 cycles, have been talking in terms of 50 to 15,000 cycles.

Present Limitations

Under listening conditions normally encountered in homes and at other points where broadcasting receivers are generally operated, comparatively little is gained from the standpoint of program appreciation by the transmission of frequencies above 7,000 or 8,000 cycles since it is difficult for most listeners, under such conditions, to appreciate the presence of higher frequencies. Furthermore, most present-day broadcast receivers do not respond to audio frequencies above 5,000 cycles.

The telephone company has given to the principal broadcasting companies demonstrations of program transmission channels capable of handling a frequency band width some 60% greater than the 5,000 cycles now ordinarily employed. These demonstrations have been made over circuits as long as 2,000 miles and the broadcasters have been assured that the Bell System is prepared to provide facilities for transmitting this wider band if and when needed.

In the case of more than 50 transmitting stations, studio-transmitter channels which will transmit from about 50 up to about 8,000 or 10,000 cycles are now being furnished by the telephone companies. In a number of instances, channels transmitting frequencies up to 15,000 cycles have been provided between studios and transmitters of frequency-modulation broadcasting stations.

In anticipation of an interest in further improvements in program transmission and reception, a demonstration was made by the Bell System in 1933 during which an audience in Washington listened to the music of the Philadelphia Symphony Orchestra playing in Philadelphia. For this demonstration the wire channels between Philadelphia and Washington transmitted a frequency range of 40 to 15,000 cycles and a volume range of about 10 million to one.

The Bell System companies have had extensive experience in the operation of broad band transmission systems, some of which employ frequencies up to more than 100,000 cycles. If better program transmission channels than those now generally utilized are desired by the broadcasting industry, the Bell System expects to be in a position to meet that need.

MAP REVISIONS HIT COLORADO, TOO

Study 1941 Coverage for 1941 Results

• The kaleidoscopic shifting of Europe's map has rendered 1939 travel folders useless for today's traveling. Buyers of radio time in the Denver-Rocky Mountain region are faced with the same situation. You can't buy on the basis of what you knew a year ago, or two years ago. If you do, you may overlook the best buy in radio today in the Rocky Mountain area.

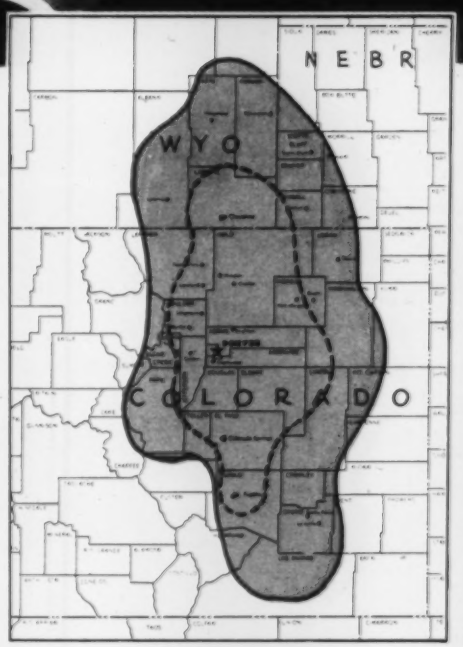
When its new directive antenna system and its fivefold nighttime power increase to 5,000 watts became effective July 1, 1940, KLZ created a new coverage pattern in this region. A 25% increase in daytime coverage and a 33% increase at night make previous data obsolete.

KLZ now directs and concentrates its increased power in the most densely populated areas of Colorado. In the eastern half of Colorado, where people live, where buyers gather, 93% of the population lies inside KLZ's new ½ mv. contour. In southeastern Wyoming and western Nebraska KLZ adds additional primary coverage.

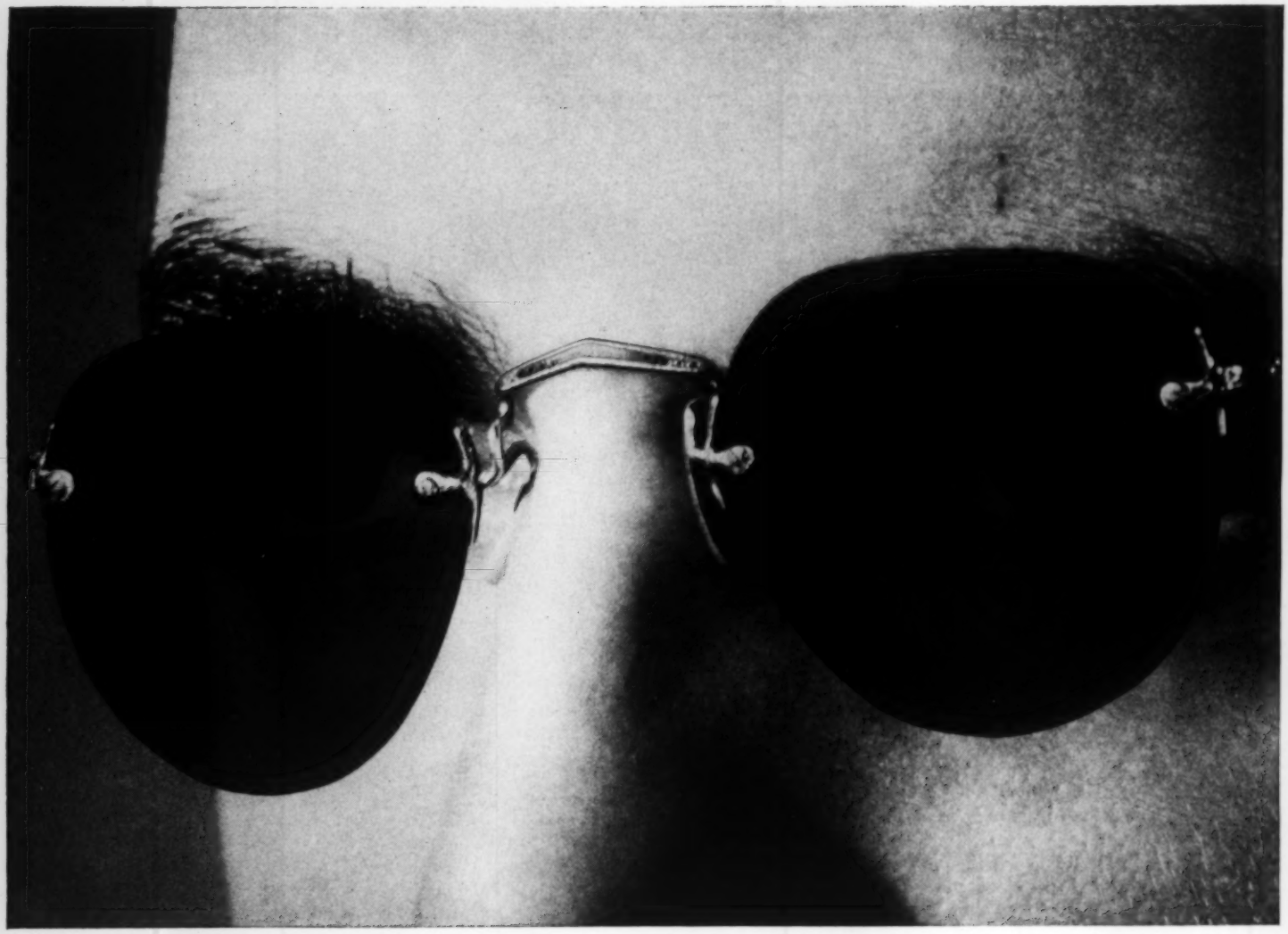
KLZ *Denver*

CBS Affiliate—560 *Kilocycles*

AFFILIATED IN MANAGEMENT WITH THE OKLAHOMA PUBLISHING COMPANY AND WKY, OKLAHOMA CITY—REPRESENTED BY THE KATZ AGENCY, INC.



KLZ'S NEW COVERAGE PATTERN means that Colorado's outstanding radio entertainment and news features are now available to 176,400 more people at night and 182,389 more people in the daytime than ever before.



LOOK AT YOUR LISTENING AUDIENCE THRU RED-COLORED GLASSES!

and you'll discover why the NBC Red gives you more sales and profits for your advertising dollar!

"Them that has, gets" is an expression that is literally applicable to this business of radio. The network that *has* most of the favorite programs and most of the best stations, just naturally *gets* the most listeners—and gets them most of the time.

The network that has and gets, is the Red. And if you look at your listening audience thru Red-colored

glasses, you'll discover that its size materially increases, because:

1. Coast-to-coast the Red is listened to regularly by 89.1% of America's listening families.
2. Coast-to-coast the Red is *preferred* (listened to most) by 41.7% *more families than any other network.*

These facts were revealed in radio's First All-County Census, the most comprehensive study of radio listening ever made. And the audience superiority they prove, which results from program and station superiority, is *why* the NBC Red gives you more sales and profits for your advertising dollar.

• • •

National Broadcasting Company. A Radio Corporation of America Service

NBC *Red* NETWORK

THE NETWORK MOST PEOPLE LISTEN TO MOST

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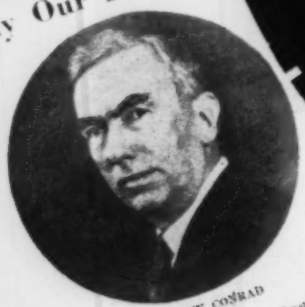

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Farnsworth is Working on Television for Philco

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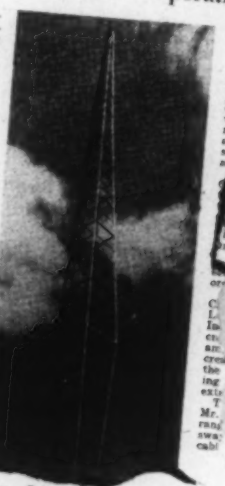

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Average Man Key to Education Program

By LEVERING TYSON
Director, National Advisory Council on Radio in Education

... Limitations of Radio, Educator ... to its Problems

... isn't. It is, however, a plea for rational presentation of subject matter which can be understood by the average man in the street, and not ... either ... of material ...

Miniature But Sensitive Microphone Makes Air Debut in Phileo Program

Moving Coil Principle Used in Electro-Dynamic Instrument Devised for Stokowski

THE ELECTRO-DYNAMIC microphone will pass to a control ... booth on the stage but out of ... sight of the audience. Although this ...

Hedges to Remain In Charge of WMAQ

Chicago Daily News Station to be Operated by NBC

WILLIAM S. HEDGES, president of WMAQ, Inc., and past president of the National Association ...

WIL Requests Writ to Restrain KFWF

STATION WIL, St. Louis, has ... the Supreme Court of ... Columbia ...

We planned it that way then . . .

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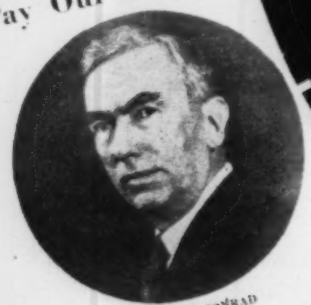

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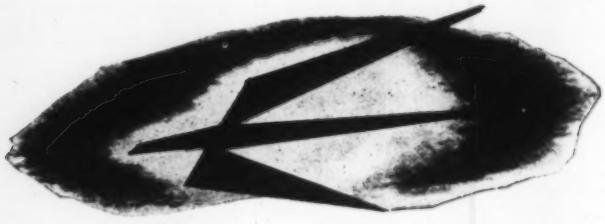
THIS AD RAN 9 YEARS AGO

IT'S TRUE TODAY...ONLY MORE SO



NINE years is a long time in an industry as vital and expansive as radio. Yet, in all this period World transcriptions have progressively led the field in quality.

Peruse the old ad at the right. Its facts of yesterday are true today . . . *only more so.* To noiseless recording and World technique of 1931 has been added a method so revolutionary that since its advent transcriptions are classified as either *vertical* or *lateral*—vertical being synonymous with World's Wide Range transcriptions—recognized by leading scientists in the field of sound recordings as the most perfect vehicles of sound transmission. Here is some evidence:

1. *Leading stations two years ago voted World quality a 9 to 1 preference over the most important competition. Station engineers voted a 12 to 1 preference.*
2. *Fortune Magazine recently pointed to World as the outstanding source of recordings that give* true high fidelity, *and expressed the hope that some day phonograph owners would be able to enjoy this quality, not now available in spite of millions spent for phonograph records.*
3. *FM stations are turning to World as the one recording source for the extra "Wide Range without distortion" that FM broadcasting demands.*

This sounds boastful, but we are not selling *steel* at so much a pound but *sound* plus a method of sound transmission, and that takes specific evidence. Better still is the ear test. Advertising men are cordially invited to bring in samples of all types of transcriptions for comparative auditions in any of our studios.

WORLD BROADCASTING SYSTEM

NEW YORK • CHICAGO • HOLLYWOOD • SAN FRANCISCO • WASHINGTON

IN THE FIRST ISSUE OF BROADCASTING

Oct. 15 1931

"On a Stream of Ether Floating"

Comes an entirely new method of broadcasting, by means of Western Electric Noiseless Recording. Indescribably clear. Every hint of extraneous surface background is swept away. Music and voice are silhouetted brilliantly as on a stream of ether. Nothing like this has ever before been heard in broadcasting. The musical range is almost doubled, reproducing fully the depth of music as well as the heights, the overtones, the color. ♩ ♩ ♩ The Bell Laboratories have perfected this method after six years of experiment. It is now offered to national advertisers by the World Broadcasting System, Inc., and its subsidiary, Sound Studios of New York, licensee for Western Electric Sound Recording System. ♩ ♩ ♩ Only a few weeks ago this new method of broadcasting was heard for the first time by advertising executives. The response was immediate. Already the list of users includes distinguished companies* who insist on the best which radio has to give. ♩ ♩ ♩ *Listen to a World Broadcasting program! You will notice the finer quality instantly. It is the aristocrat of radio productions. For full information on this important development write for booklet: SMART BROADCASTING, 1932.*

World Broadcasting System, Inc.

World Broadcasting Building, 50 W. 57th St., New York City
SOUND STUDIOS OF NEW YORK, INC. (Subsidiary World Broadcasting System, Inc.)
WESTERN ELECTRIC LICENSEE

179 King Street, West, Toronto
333 North Michigan Ave. Chicago
6-242 General Motors Building, Detroit
Baker Hotel, Dallas, Texas

Western Electric
NOISELESS RECORDING

* Chevrolet Motor Company
Vick Chemical Company
Drug, Inc.
Life Saver, Inc.
John H. Woodbury, Inc.
Maxwell House Coffee
Remington-Rand, Inc.

Reproduced from October 15, 1931 BROADCASTING

RESULTS

61%

OF ALL

WBBM CLIENTS

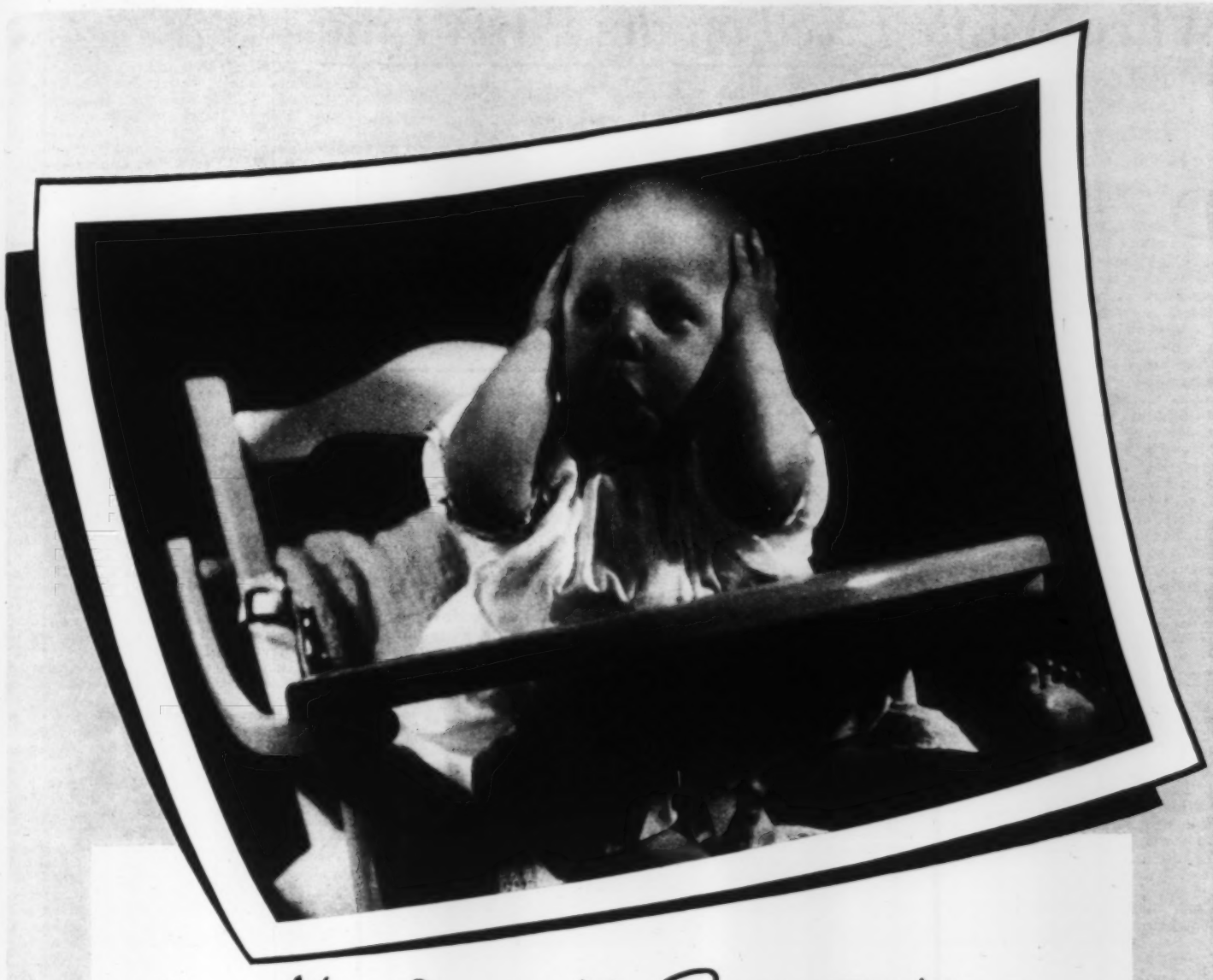
ARE ON

RENEWED CONTRACTS

The Air Theatre

WBBM CHICAGO

25,000 Watts--389.4 Meters--Clear Channel



My Gad, My Baby Picture

ALBUM SALES RECORD

It doesn't do us justice. The picture was good in '31. Of course it's better now. Now 89% of our clients are on renewed contracts...66% for 52 weeks. For the past eight years WBBM advertisers have liked their results well enough to keep our renewal ratio well above 80%.

All of which simply confirms the long, stable picture of Chicago stations. WBBM is first choice. First choice with listeners, with dealers and with advertisers in this market of ten million people. First choice by a long way because it has produced first place advertising results for a long, long time.

A CBS STATION **WBBM** 50,000 WATTS • CHICAGO

CBS

Owned and operated by the Columbia Broadcasting System.

Represented by RADIO SALES: New York, Chicago, Detroit, St. Louis, Charlotte, Los Angeles, San Francisco

When Annie Lived on the Party Line

Rural Telephone Gave Pioneer Broadcast Entertainment

By LEWIS T. NORDYKE

EVEN KDKA and WWJ can't dispute the claim of Dad Nordyke that he organized the first network and was the first broadcaster. In fact, he was so far ahead of the current entrepreneurs that he didn't even have a transmitter. Instead he used the good old rural switchboard, and the first broadcast was an event of the Christmas season in 1913. While Rag-Time Annie doesn't live on that party line any more, the memory lingers in the minds of old-timers. Dad's boy Lewis was the announcer. Lewis is now living in Amarillo, Tex. This article first appeared in 'Telephony', with whose permission it is reprinted.

DAD was a fiddler. A good one he was, too, for he was known for miles around because he broadcast over a party telephone line. Although his renown as a tantalizer of feet with Rag-Time Annie, Turkey in the Straw, Sally Goodin', The Irish Washerwoman, The Chicken Reel, Snowbird in the Ashbank and other break-down classics of the square-dance halls, was limited to our rural section, he probably was the first person ever to broadcast music over a network.

Many a year before a radio receiver set was installed in the town nearest our community, Dad was broadcasting over a network. What is more, he was receiving fan mail and had proved to his satisfaction, and professional pride, that listeners preferred a live performer to recorded music.

All Right, Dad!

Dad started broadcasting because a neighbor living two miles away wanted to hear Rag-Time Annie played on a fiddle at least once a week. The much belittled rural party telephone line—long considered a channel for the flow of gossip—made possible the early broadcasts, the popularity of which led to the first network.

When bitter winter days housed us in we had only one contact with the world. That was our telephone. We used it plenty. Many times every person with a telephone on our line joined in general session which lasted for hours, or until Central plugged in and announced the line was needed for an important call.

It was one of the general community discussions on an independently-owned exchange that fathered the broadcasts. Approximately ten men were using the line one cold day during the Yule holidays. After the discussions had skipped from horses to road working and dozens of other subjects, one of the neighbors suggested to Dad that he "get down the old gourd and play Rag-Time Annie."

Others on the line joined in the request for fiddle music. Dad obliged. The idea took hold. Be-

fore long the broadcasts became frequent events, at least weekly, during the winter and the summer rainy seasons.

The idea for the network, like the one for the broadcasts, was not a child of thought. A neighbor moved 20 miles away and had to be changed to another telephone line on the same exchange.

Then we had to go through Central to telephone him. One day he called Dad and asked for a few tunes. That was the first network; at least the initial use of more than one line for broadcasting fiddle music in our community. It grew.

At parties and dances, where Dad always was the main fiddler, there was talk of the broadcasts; and

neighbors on other lines asked to be called so they could listen. We didn't call them broadcasts. The programs, usually "sponsored" by the man who liked Rag-Time Annie, were referred to as "Laddybuck playing the fiddle." Before long, persons on three or four lines were calling to listen to dad play. That produced a problem not unlike those of the big radio networks of today.

There had to be an announcer and someone to control the wires. Central, a well-informed lady who liked fiddle music, handled the lines. I announced. Central listened-in. When there was a call for one of the lines in the network, she asked the calling party whether he had rather listen to the fiddle music awhile before getting his call. Most of them preferred the fiddle—and each call meant a bigger network, a larger audience.

At times the program was interrupted for calls. At that, it had its advantages over present radio networks. It was a two-way system.

Just Like Rubinoff

Dad stood near the telephone and played into the transmitter, just as Rubinoff does into the microphone this evening or the next. I stood out of Dad's way with the receiver to my ear. When Dad finished a piece, the listeners commented.

"Why, man, that's fine," said Mr. Harris. "I can hear it just as plain as if I was right in the room with it."

"So can I," said Uncle Jess. "Sure fine. Ask him to play Rye Whiskey."

"How about Tom and Jerry?" asked Mr. Marsh.

"Or Glory Land," requested Aunt Maggie.

And so it turned into a request program. Even Central had a favorite; I believe it was The Kelley Waltz. There never was a program, though, that didn't include Rag-Time Annie. Our neighbors' persistent requests for that piece brought a few wisecracks to the network. Perhaps they were the first broadcast wisecracks, some of which are still in use on networks. But our neighbors got Rag-Time Annie.

Dad's fame spread. He had only one competitor. There was no feud, however, for Dad was the only one to invite the competitor to the network.

Uncle Jess, whose telephone was on No. 32 (as I remember it, his ring was two shorts and a long), had a gramophone that played cylinder records through a pretty horn with flowers painted on the outside and the picture of a beautiful woman on the inside. Uncle

Jess had two records Dad liked. They were The Mocking Bird and Fisher's Hornpipe.

The Pioneer Plug

The man who played for the record could make the bird whistle in The Mocking Bird. Dad couldn't, although he had tried for years. He also liked the fiddler who played Fisher's Hornpipe on the record.

Because he liked to hear those pieces, Dad asked Uncle Jess to put the gramophone to the telephone and play the two records; and that day was introduced the first commercial announcement to the first network. When the gramophone started, it scratched for about a minute and then gave the title of the number and the name of the musician. Then, before the music started, there came this announcement: "Edison Record."

Uncle Jess was never asked to play more than the two records, although he had many good selections, including Rag-Time Annie. The audience seemed to prefer Dad's playing to that of the records, and Dad was gratified. His greatest enjoyment came in playing his fiddle and many fiddlers said he was the only one in the world who could play Snowbird in the Ashbank. That tune can't be described on paper and it is hard to handle on the dance floor.

Snowbird in the Ashbank, incidentally, brought the network its first fan letter. A woman living several miles away wrote Dad telling him how much she enjoyed the tune.

The men, who years later developed the great radio broadcasting networks, likely would have had an easier task had they heard Rag-time Annie on the party line.

Dad—C. T. Nordyke—still lives in the Cottonwood, Texas, community where the broadcasts were heard over our network in the days before radio. He still plays the fiddle but not over the telephone. The days of such programs have passed, but the rural party telephone line has the distinction of having carried the first musical broadcast over a network.

SCHENECTADY TRIO IN JOINT HEARING

COMPETING applications for a new local station in Schenectady, N. Y., one of which was granted recently, were consolidated and ordered set for a joint hearing at a date to be determined by action of the FCC Oct. 2. The Commission set aside its grant of Aug. 14 authorizing Van Curler Broadcasting Corp. to construct a 250-watt station on 1210 kc., and it will be heard along with the applications of Mohawk Radio Inc. and Western Gateway Broadcasting Corp., both also seeking the same facilities.

The Van Curler grant [BROADCASTING, Sept. 1] is thus, in practical effect, rescinded or at least held in abeyance. The station was to be called WGMA, and its officers and stockholders are M. L. Cramer, oil dealer, president and treasurer, 60%; E. F. McCabe, Westport, Conn., 15%; Frank Van Der Pool, garage man, 15%; George A. Fox, printer, 10%.

Mohawk Radio Inc. and Western Gateway Broadcasting Co. petitioned for and secured the rehearing. The officers and stockholders of Mohawk Inc. are Mathias P. Boersch, an attorney, 5%; James M. McNearney, wholesale distributor, vice-president, 14.5%; Harold E. Smith, director and part owner of WOKO and WABY, Albany, secretary-treasurer, 51%; Dennis C. Dempsey, former GE engineer and now WPA manager for the Schenectady district, 23.5%; John English, general manager of the United Baking Co. and wholesale grocer, 6%. All except Mr. Smith are Schenectady residents.

Western Gateway's officers and stockholders are Winslow P. Leighton, president, 24 shares; George R. Nelson, vice-president, 26 shares; William G. Avery, secretary-treasurer, 2 shares; Joseph A. Field, 4 shares; James T. Healey, 4 shares; Prentiss Carnell Jr., 5 shares. Leighton & Nelson operate an advertising agency in Schenectady by that name.

K·M·B·C

"First—
in the Heart of America"

Now Becomes a Key Station of the Columbia Network

Adding—
Additional Prestige Listener Interest Value

Midland Broadcasting Co.
Pickwick Hotel
Kansas City, Mo.

KMBC Trade Press Announcement in Broadcasting November 1, 1931.

In These Ten Years Since BROADCASTING *Was Born..*

KMBC, too, has grown. Our modest ad in Broadcasting was prophetic of things to come. Here are a few dates we have recorded as station breaks herald the growth of hours into years in radio:

August, 1930: Studio facilities increased five times... **October, 1931:** KMBC becomes key station of CBS. KMBC was the first and still is the only station in Kansas City to originate regular programs to a network. More than 3,000 programs have been originated to CBS. **January, 1932:** First recording department in the Middle West. **August, 1933:** First integral plant-antenna in the country put into operation. **March, 1935:** KMBC adds first full-time news editor in Kansas City, Erle Smith. KMBC now has four full-time news men. **May, 1935:** First mobile unit in Kansas City... **March, 1936:** KMBC adds first full-time home economics director in Kansas City, Beulah Karney. **September, 1939:** KMBC adds first full-time Director of Farm Service in Kansas City, Phil Evans; KMBC, pioneers of Farm Service programs since 1927, was also first to adopt all live talent on early morning programs. **December, 1939:** First station in Kansas City to win Variety Showmanship Plaque for Program Orginating Station. **June 1, 1940:** Licensed for full-time 5,000 watts operation. **October, 1940:** Staff now numbers 88, not including television and high frequency broadcasting personnel—over 300% increase in ten years!

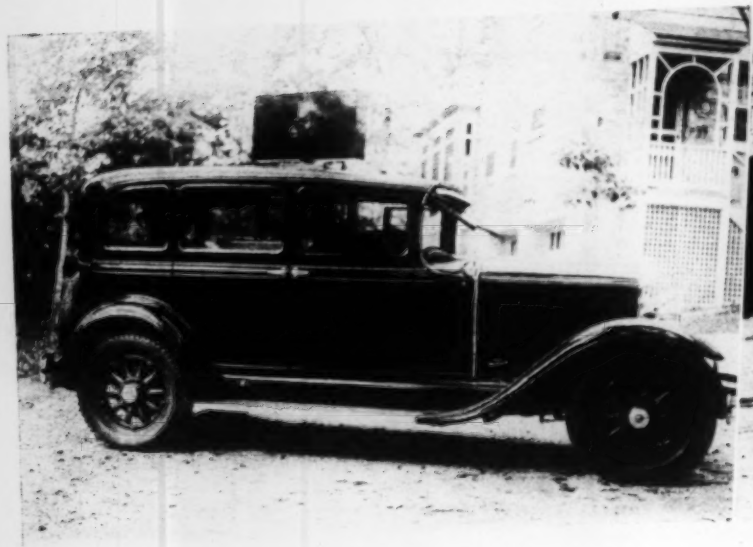
KMBC was one of the first stations in the country to merchandise programs for advertisers, first to build and test programs for national advertisers on network or spot, first to televise and broadcast a network program simultaneously. Today KMBC programs and KMBC-trained talent, coast-to-coast, comprise a veritable "Who's Who" of broadcasting. Advertising men everywhere know it's a mass appeal program whenever they hear the network announcer say, "This is an Arthur B. Church Production."

KMBC's newest improvement is its great antenna tower—highest structure in Kansas or Missouri—broadcasting 5,000 watts day and night. In the ten years to come, KMBC will continue to improve its technical facilities, expand its program service, deliver even more effective results for advertisers in this rich Middle Western market.

Arthur B. Church, President—Karl Koerper, Vice-Pres. and Managing Director

KMBC
OF KANSAS CITY

Only CBS Basic station serving Kansas and Missouri



EQUIPPED FOR THE ROAD

FIELD CAR EQUIPMENT AND PERSONNEL

READY TO DETERMINE THE COVERAGE *of* YOUR STATION

SCIENTIFIC methods for accurately measuring the coverage and "potential audience" of broadcasting stations are now available. These involve surveys in the field which determine both reception conditions as well as the strength of signal produced throughout the area served.

Our work is based on field experience with the problems of broadcast coverage, which dates back to the beginnings of broadcasting itself. The uniformity and impartiality with which we conduct our studies and computations result in a degree of accuracy never before obtainable and not capable of approach by other methods.

From field studies on your station we prepare a "CERTIFIED COVERAGE REPORT" analyzing both primary and secondary coverage data on the basis of United States Census Bureau population and receiving set figures.

THE NET RESULT IS ACCURATE COVERAGE DATA WHICH WILL COMMAND THE CONFIDENCE OF THE ADVERTISER.

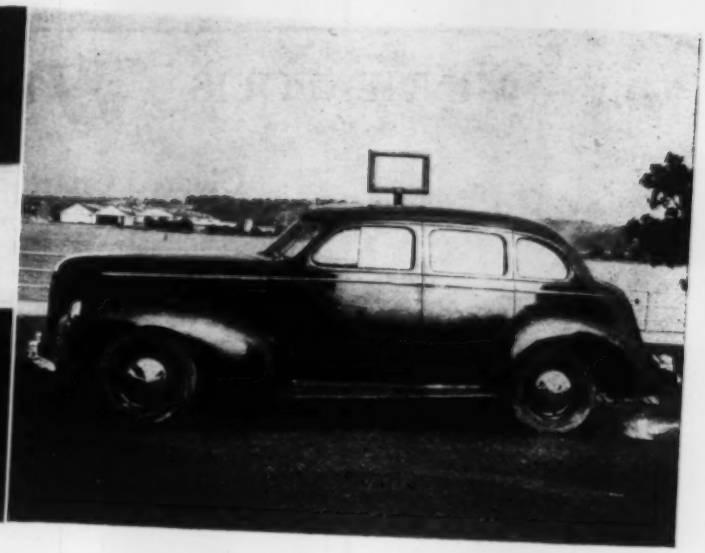
We will be glad to supply further information together with copies of coverage reports based on surveys we have already made.

Uniform Standardized Methods of Measurement Impartially Applied to all Broadcasting Stations

JANSKY & BAILEY

NATIONAL PRESS BUILDING. WASHINGTON, D. C.

1940 MODEL JANSKY & BAILEY FIELD MEASURING SET



1940 MODEL FIELD CAR

PROGRESS IN THE DEVELOPMENT OF FIELD INTENSITY MEASURING APPARATUS AND METHODS

. . . . is graphically symbolized by the pictures at the top of these two pages.

Jansky & Bailey, the oldest and largest firm of Consulting Radio Engineers serving the broadcast industry, which began operations just **ten** years ago with a staff of three people, now has increased its personnel to **fourteen.**

Office and drafting room space in the building in which Jansky & Bailey began business has been greatly expanded. Extensive laboratory facilities have been established. New and improved field apparatus has been developed and built. Much fundamental research work has been carried out and sponsored.

Illustrative of the position of leadership held by Jansky & Bailey has been the construction and operation of Washington's first frequency modulation broadcast station. (W3XO, 1-KW, 43,200 kc. owned and operated by Jansky & Bailey)

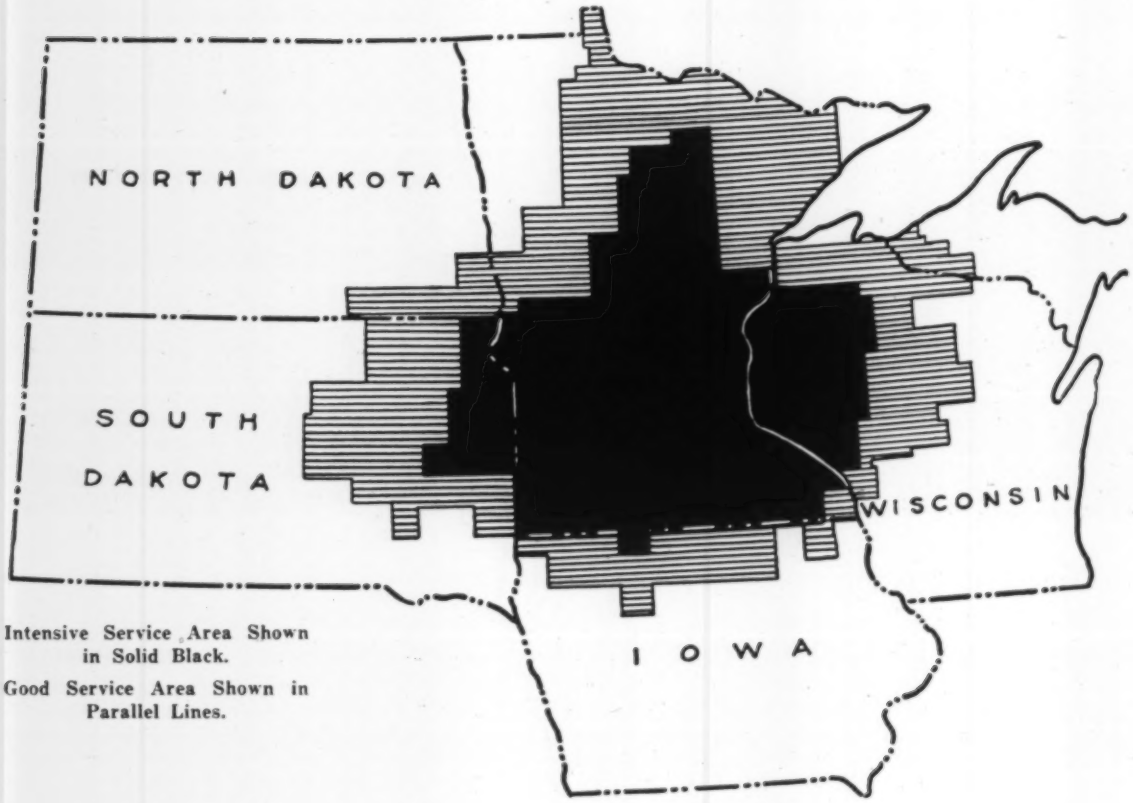
An Organization of Qualified Radio Engineers Dedicated to the Service of Broadcasting

JANSKY & BAILEY

National Press Building • Washington, D. C

MINNEAPOLIS **WCCO** SAINT PAUL

Cleared Channel -- 810 Kilocycles



Intensive Service Area Shown in Solid Black.

Good Service Area Shown in Parallel Lines.

$0.00052

Half an hour's evening time on WCCO at the general one-time rate, costs fifty-two-one-thousandths of a cent for each receiving set in WCCO's demonstrated intensive and good service area.

414,130

Receiving sets are in this good service area, as shown on the map. In the intensive service area there are 283,551 sets.

A 2-Cent Stamp

Covers the cost of delivering a half-hour's evening program from WCCO, normal talent cost included, to twenty-five receiving sets in the intensive and good service area.

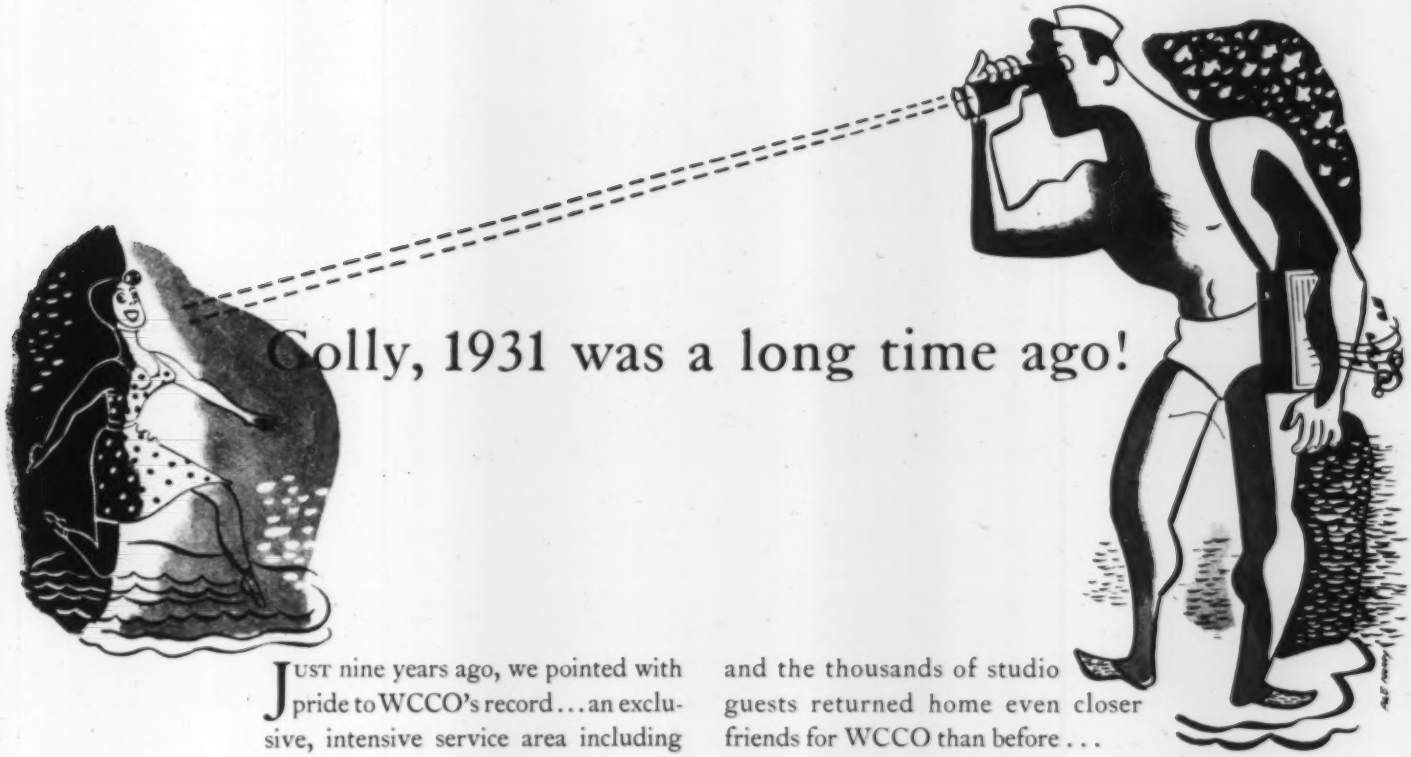
The foregoing figures are based on the following factors:

1. The recent survey made by WCCO to determine its area of dependable service, full details of which are available on application.
2. The United States Census Bureau's 1930 figures for radio receiving sets in homes.
3. WCCO's published rate card.

What other medium can offer such wide regional coverage at so small a cost?

NORTHWESTERN BROADCASTING, *Inc.*

H. A. BELLOWS, Pres. Offices: Nicollet Hotel, Minneapolis E. H. GAMMONS, Vice Pres.



Golly, 1931 was a long time ago!

JUST nine years ago, we pointed with pride to WCCO's record... an exclusive, intensive service area including the populous Twin Cities and much of the rich Northwest... more delivered circulation at less cost than was ever before possible in the Northwest.

But, golly, 1931 was a long time ago! Look what's happened since:

IN 1932, WCCO's power was boosted to 50,000 watts—a ten-time increase...

IN 1937, a conservative listening area study disclosed 684,760 radio families in WCCO's nighttime primary area... an increase, from 1931, of 141%...

IN 1938, WCCO, keeping pace with radio's pace, moved into new studios that set a standard for all the Northwest... technically, artistically, they ranked with America's finest... they were the center of attraction for the Twin City visitors (and still are)... and the thousands of studio guests returned home even closer friends for WCCO than before...

IN 1939, WCCO put into operation a 658-foot vertical antenna, increasing the half-millivolt area by 78.5%...

Nine years have meant, for WCCO, 3285 days to do more things—better—than we did the day before. The WCCO Artists' Bureau grew, through this period, to one of the leading talent sources in radio... the WCCO program department established "first" after "first" in Northwest programming ...the WCCO mobile unit—taking WCCO *physically* out to the homes of its listeners—has cemented an already close relationship between our audience and our advertisers...

In 1931 we asked, "What other medium can offer such wide regional coverage at so small a cost?" In 1940, we repeat it.

WCCO

MINNEAPOLIS-ST. PAUL

50,000 WATTS WHERE IT COUNTS THE MOST

Owned and operated by the Columbia Broadcasting System. Represented by Radio Sales: New York, Chicago, Detroit, Los Angeles ◐ St. Louis, San Francisco, Charlotte, N.C.

GAY NINETIES were revived in Allentown when Hess Brothers, Allentown department store, observed its 43d anniversary. Johnny Van Sant (bareheaded), of WCBA-WSAN, interviewed Mr. and Mrs. Shopper of 1897 during the anniversary parade.

Honored by Juilliard

H. ARTHUR BROWN, program and musical director of KROD, El Paso, is one of two graduates of the Juilliard School of Music to be invited to conduct the Juilliard Symphony Orchestra in a special concert Nov. 23 in New York. Mr. Brown is conductor of the El Paso Symphony.

Cantor Anniversary

EDDIE CANTOR celebrated his tenth anniversary on the air Oct. 9 on his *Time To Smile* program, sponsored on NBC-Red by Bristol-Myers Co., New York. The comedian made guest appearances in 1921 but has been regularly on the air only since 1930 when he started his own series on NBC-Red.

RADIO'S 20th ANNIVERSARY FETE

NAB Sponsors Nationwide Celebration, With Suggested Types of Local Promotion

TWO DECADES of broadcasting will be celebratd Nov. 11-30 on an industry-wide national basis through the NAB-sponsored *Radio's Twentieth Birthday* promotion. Plans for the comprehensive industry promotion, based on the chronicle of radio's phenomenal growth from the crystal stage of 1920 to present-day development as principal social and commercial force, are outlined in a large brochure published by the NAB.

The 20th anniversary is reckoned from 1920, cited as "the year when a number of radio experimenters began transmitting regular programs". The brochure distributed by the NAB is designed as a cue-sheet for radio operators and includes suggested promotions to be developed during the "birthday party" period. In a foreword to the brochure, in the form of a letter dated Oct. 8 "to all broadcasters everywhere", Neville Miller, NAB president, commented:

Special Tieups

"In the midst of stress and strain at home and abroad, including a Presidential campaign, national defense activities, and the start of the football season, let us not forget that, this year, radio is 20 years old. It is an important and significant anniversary. It means something to every one of our 132,000,000 fellow citizens. It means something to the church, to the school, to the civic and cultural life of our communities and of our nation. It means something to business and to labor, to farmer and to city-dweller, to young and old. It means something to broadcasters whose pioneering efforts, courage and ability have demonstrated that a free system of privately-managed, competitive radio —the American System of Broadcasting—is the finest and greatest in the world. We have reason to be proud. This anniversary is important. In the national emergency through which we are now passing, it is important that the public understand and appreciate the blessings of a free radio, parallel to a free press, free worship and free assembly."

The birthday celebration, as envisaged by the NAB, will incorporate the cooperative efforts of operators and advertisers, clubs and organizations, set distributors and dealers, radio servicemen and parts distributors. Promotions include everything from special radio birthday cakes and ice cream, produced by bakery and ice cream sponsors, to long-range tie-ins with commercial programs and historical features developed by individual stations.

With the 20th anniversary as the theme, Radio Birthday Parties held by the stations, local merchants or business houses are suggested. Another proposal is a Radio Birthday Party in night clubs whose bands are picked up for regular broadcast—with the bands playing BMI music.

Historical dramatic programs, pertaining to the industry as a whole and to each participating station, are to be another feature of the anniversary celebration, according to the NAB. Chronological reviews of radio's development, supplemented by local station history, are advanced as a program idea. The 1940 BROADCASTING YEARBOOK NUMBER, pages 396-399, is cited among other publications as a source for chronological material. Suggestions for special programs also include shows built around radio personalities developed by particular stations, dramatizations of public service or an unusual job of news reporting or merchandising.

The NAB also urges participating stations to exploit the celebration through their merchandising departments, with window displays, special functions and tie-ins with commercial accounts. Another important angle in the promotion is directed at securing cooperation of the radio trade, on both a local and national scale, in pushing radio repairing and the sale of new receivers to replace outmoded sets and thus improve quality of reception and increase listening.

Clipped to each Radio Birthday Party broadside is a note signed by Arthur Stringer, of the NAB Washington headquarters staff: "Listener loyalty can't be bought, can't be ordered. It is given freely when listeners understand and appreciate fully the worth of your daily services. Promotion of your interpretation of Radio's Birthday Party will increase such understanding. Suggestions will be appreciated by NAB".

Reproduced from November 1, 1931 BROADCASTING

IF YOU ARE INTERESTED IN

The Iowa Market

We Are in Position to Give You

Certified Facts

regarding the coverage of

WMT

Write for detailed Information

The Waterloo Broadcasting Co.

WATERLOO, IOWA

. . . AND NOW

WMT

has the greatest daytime coverage, both primary and secondary, of any station in

IOWA

Cedar Rapids and Waterloo

5000 Day • 1000 Night • 600 Kc.

Basic CBS

Guestitorial

RADIO AND NATIONAL DEFENSE

From the October 'Dialog' of WRVA, Richmond

DEDICATED from its inception to the service of humanity, and long recognized as a vital factor in the every day life of our people, broadcasting may be relied upon to make its contribution to the defense program of the nation.

The broadcasting industry has pledged its support to national, state and local defense councils and is freely giving of its facilities as it provides the most direct way for bringing official and private life of the country closer together in a common interest. Although expenditures of public funds in contacting and educating the citizenry in connection with the preparedness movement may be considered legitimate, broadcasters are receiving commendation for demonstrating a spirit of patriotism in providing all facilities for the different governmental appeals and releases, with no thought of making a charge for this service.

A New Era Impends

As the WRVA *Dialog* for October goes to press, the nation stands upon a threshold of a new era as an unprecedented mobilization of men and industry is in progress. As a station dedicated 15 years ago to the service of state and nation, and as a member of the NAB which has gone on record in placing its resources at the disposition of the country WRVA confirms that position today. During the next few weeks there will be frequent occasions whereon governmental officials will speak over this station concerning important objectives toward which they are working, and giving reports of their progress. New and complicated rulings and instructions must be issued and explained. Information relative to the proper method for registration of all who are affected by enactment of the nation's conscription law, and notice of the selection of those designated for training will be broadcast, such programs having preferment over the usual schedule.

Mindful of the potentiality of radio's contribution toward maintenance of a high morale for those soon to be called into service and those from whom they are separated, we trust but temporarily, we shall look forward to every opportunity for providing a bond between the integral parts of a nation's solidarity, which is a vital factor in both the normal and emergency periods.

Special programs designed to reach this objective will be announced in the near future and we hope that these efforts may contribute to both the welfare of those in training for possible national service and those who serve in the different pursuits of a nation at peace. We hope that radio may be a vital force, not for the development of a mass hysteria in which even patriotic citizens become a menace to the national security, but a factor for the unifying of our interests as we proceed calmly and sanely with a conviction that there should be no conflict between the building of an adequate system of protection and the adherence to the principles of peace and the avoidance of involvement in international strife.

Formally presented to the public soon after the close of the World War and developed as an agency of goodwill, linking together all parts of the earth, may broadcasting in time of international distress continue to keynote the theme of brotherhood even as it makes its contribution toward the dawning of that objective of our prayers—a world at peace.

DOUBLE THANKSGIVING

ANA Lists States and Their Holiday Selections

THIS YEAR, as last, the double Thanksgiving Day is causing headaches among program producers, especially of network programs, as 31 States will celebrate on Nov. 21, holiday designated by President Roosevelt, and 16 will hold by the traditional last Thursday, Nov. 28, with Wisconsin still undecided.

According to a poll of Governors made by the Association of National Advertisers, Thanksgiving will be celebrated Nov. 21 in Alabama, Arizona, California, Colorado, Delaware, Georgia, Idaho, Illinois, Indiana, Louisiana, Maryland, Michigan, Minnesota, Mississippi, Missouri, Montana, Nebraska, New Jersey, New Mexico, New York, North Dakota, Ohio, Oregon, South Carolina, Texas, Utah, Virginia, Washington, Wyoming, and probably Kentucky and West Virginia.

The States whose Governors will proclaim Nov. 28 as Thanksgiving include the following: Arkansas, Connecticut, Florida, Iowa, Kansas, Massachusetts, Nevada, New Hampshire, North Carolina, Oklahoma, Pennsylvania, Rhode Island, South Dakota, Tennessee, Vermont and probably Maine.

Taylor Meat Discs

TAYLOR PROVISION Co., Trenton, N. J. (meat products), started its annual fall campaign on Oct. 1 for Taylor Pork Roll, marking the largest campaign in the 85-year history of the firm, the advertising appropriation for 1940-41 having been tripled as compared to the preceding year. A transcribed announcement series, with recordings cut by Westinghouse, Philadelphia, covers seven stations in the territory from Boston to Norfolk, Va. A total of 546 announcements will be heard during the 26-week campaign, using three announcements weekly on each station. It is planned to continue the campaign through the year, renewing for another 26-week period, at which time other stations in the same territory will be added to the schedule. Stations include WBAL, WBZ, WBZA, WTAR, KYW, WRVA, WRC. Agency is Carter-Thomson Co., Philadelphia.

Our Advertisement in . . . Vol. 1, No. 1 of BROADCASTING Stated . . .

PROGRAMS build AUDIENCE!

• WMBD has assumed a vital part in the life of Central Illinois. Our summer programs have included such outstanding local features as these:

Broadcast of the Outboard Motor Boat races from the judges barge in the middle of the Illinois River. State Convention of the American Legion. Stroke by stroke account of the City Amateur Golf Championship match. Play by play of Peoria III-League baseball games. Matinee performance of Ringling Brothers Circus, direct from the "big top." News flashes three times daily; two daily sport reviews. 107 speakers of State and National prominence and leaders of 30 local organizations.

Outside programs cannot compete with us for listener interest. One of our advertisers received 3400 replies to one sponsored broadcast. Let us give you the details.

WMBD

"from the heart of Illinois"

Owned and operated by

PEORIA BROADCASTING COMPANY

Edgar L. Bill, Pres. and Manager

PEORIA ILLINOIS

. . . We Have Fulfilled Our Promise!

Reproduced above is our "pledge" as it appeared in the FIRST issue of BROADCASTING, October 15, 1931. And, today, the status of WMBD more than bears out every promise therein stated. WMBD continues to provide exclusive service to its Central Illinois territory. This audience tunes to WMBD for more than 25 hours of Columbia Network programs weekly, in addition to a very large schedule of national transcribed and locally produced live talent shows. During 1939 this audience was served with more than 500 broadcasts of Civic events and talks of local organizations. Stronger reasons than ever why outside programs can not compete with us for listener interest!

5000 W. Day • 1000 W. Night

National Representatives:
FREE and PETERS, Inc.

TEST SPOT of the MIDDLEWEST

THE HEART OF ILLINOIS

MEMBER C B S NETWORK

WMBD

PEORIA, ILLINOIS

"COVERAGE"

DOESN'T LISTEN

"Station coverage" is one thing; "audience" is something else. It is, at least, if you are talking to a representative of Westinghouse Radio Stations. And the difference is not a mere "distinction;" it's a difference amounting to thousands of radio contacts per night in the case of almost any station you want to talk about.

COVERAGE (as we use it) means just this: The number of receiving sets reached by an adequate signal from the station in question. That takes in a lot of territory for any first class station . . . including a lot of territory that doesn't mean much to the buyer of broadcasting time.

AUDIENCE (in the Westinghouse Radio Station's vocabulary) means what it sounds like: The actual listeners to station programs.

Coverage may be interesting to know . . . but it's AUDIENCE that makes broadcasting time pay its way.

Westinghouse Radio Stations have developed a new method for measuring AUDIENCE. You can now know with more certainty than ever before the **audience value** of the time you buy. We can tell you in actual trading areas what is the primary zone of influence of Station KDKA, for instance. Also the daily average number of listeners to KDKA in that zone. Month to month records are available of changes in number of listeners.

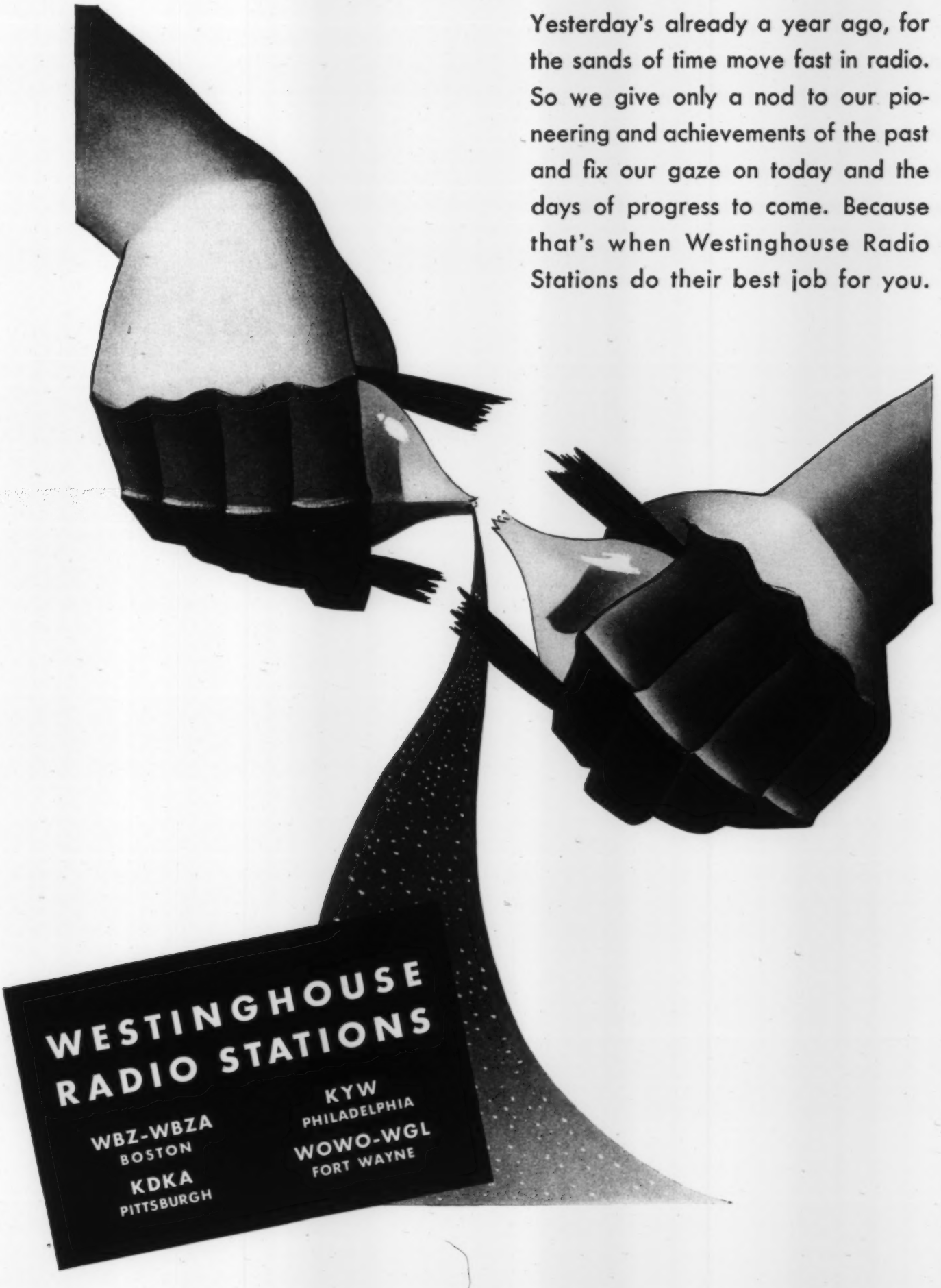
When you're planning a radio campaign, get the facts about AUDIENCE VALUE. "Coverage" doesn't listen.

WESTINGHOUSE • RADIO • STATIONS

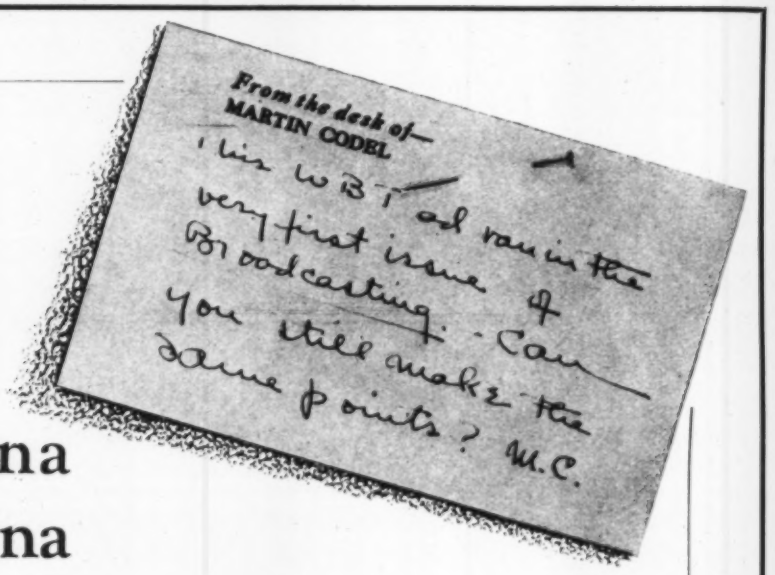
WBZ-WBZA
990 kilocycles
Boston, Mass., Hotel Bradford
Springfield, Mass., Hotel Kimball

KDKA
980 kilocycles
—— COMMERCIAL OFFICES ——
Pittsburgh, Pa., Hotel William Penn

KYW-KFKX
1020 kilocycles
Chicago, Ill., 1012 Wrigley Building
New York, N. Y., 50 East 42nd Street



Yesterday's already a year ago, for the sands of time move fast in radio. So we give only a nod to our pioneering and achievements of the past and fix our gaze on today and the days of progress to come. Because that's when Westinghouse Radio Stations do their best job for you.



first

in North Carolina and South Carolina

. . in power

WBT's 5000 watts makes it the most powerful station in the Carolinas; 100% modulation, full time and clear channel gives fullest audience assurance.

. . . prestige

Pioneer radio broadcaster of the South, WBT has grown to its commanding position with a loyal audience constantly interested in its varied and colorful program schedule.

. . . market

Strategically and centrally located to serve the rich Piedmont section of the Carolinas, concentration point of wealth and population.

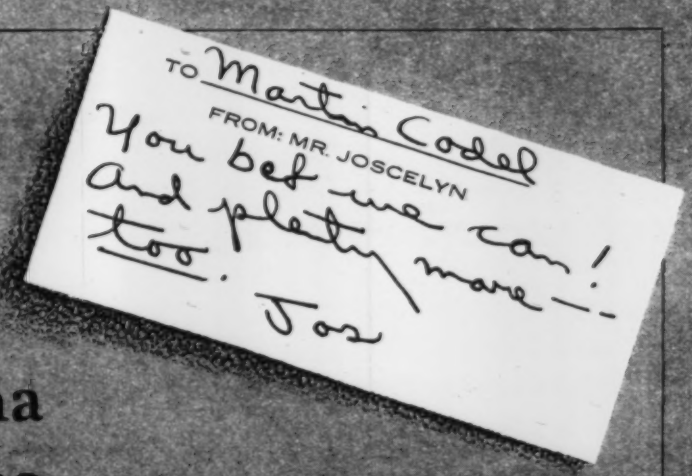
Here is a market well worth conquering! Rich, responsive, compact, it offers tremendous possibilities to manufacturer and advertising agency. Lacking only in the razor-edged competition of metropolitan markets, the Piedmont Carolinas offer large rewards to aggressive invaders of commerce!

WBT's equipment and staff is competent to effectively promote any commodity; its executives are capable in creating broadcast advertising plans and programs productive of gratifying sales records. Get the details . . . NOW!

Station WBT, Inc.

Key Station of the Dixie Network of the Columbia Broadcasting System

Wilder Building Charlotte North Carolina



first
in North Carolina and South Carolina

50,000 WATTS

. . . in power

WBT's 5000 watts makes it the most powerful station in the Carolinas; 100% modulation, full time and clear channel gives fullest audience assurance.

20½ hours per day (!) ← demanded by WBT listeners

. . . prestige

Pioneer radio broadcaster of the South, WBT has grown to its commanding position with a loyal audience constantly interested in its varied and colorful program schedule.

and offering the only single station coverage of this 65-county heart of the South's best balanced market,

. . . market

Strategetically and centrally located to serve the rich Piedmont section of the Carolinas, concentration point of wealth and population.

of 3,000,000 people evenly divided between industry and agriculture

Here is a market well worth conquering! Rich, responsive, compact, it offers tremendous possibilities to manufacturer and advertising agency. Lacking only in the razor-edged competition of metropolitan markets, the Piedmont Carolinas offer large rewards to aggressive invaders of commerce!

are WBT's equipment and staff is competent to effectively promote any commodity; its executives are capable in creating broadcast advertising plans and programs productive of gratifying sales records. Get the details . . . NOW!

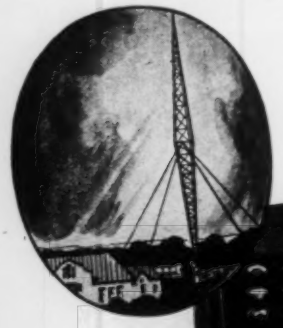
WBT — 50,000 WATTS

~~Station~~ WBT, Inc. (too well known for this)

Owned and operated by
~~Key Station of the Dixie Network of~~ the Columbia Broadcasting System

Wilder Building Charlotte ~~North Carolina~~

Represented by Radio Sales: New York, Chicago, Detroit, St. Louis
Los Angeles, San Francisco



A Western Electric 50 Kilowatt Radio Telephone Broadcasting Transmitter.

Broadcasting equipment . .

by BELL TELEPHONE MAKERS

The correct type of apparatus for stations of all sizes is included in the complete line of Western Electric radio telephone broadcasting equipment. Transmitters, for example, range from small 100 Watt to huge 50 Kilowatt models. The name Western Electric vouches for the performance of this apparatus. Every piece is made to the same high standards of precision exacted in the telephones made by this company for the Bell System. For detailed description of this equipment—write the distributor, Graybar Electric Co., Graybar Building, New York, N. Y.

175

Western Electric Equipped Radio Broadcasting Stations now in operation from Coast to Coast.

Also made by Western Electric—radio telephone equipment with which many cities are furnishing their police departments. Reliable to an unusual degree—a time saver between report and response. Information also upon request to the distributor.

Western Electric

RADIO TELEPHONE BROADCASTING EQUIPMENT

Distributed by GRAYBAR *Electric Company*

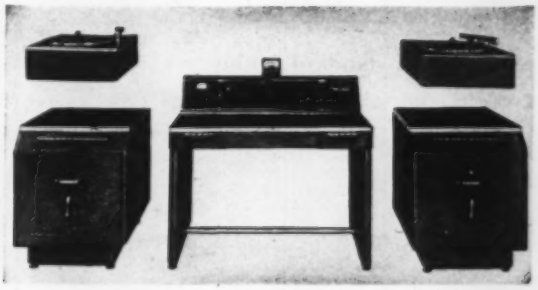
Offices in 76 Principal Cities

BROADCASTING • *October 15, 1931*

Page 2

With all the changes that have taken place in the field since Western Electric ran this ad in the first issue of Broadcasting, one thing remains unchanged: *the high quality standards of Western Electric equipment for Better Broadcasting. Ask your engineer!*

Studio Control Desk Speech Input Equipment for YOU!



Arrange It To Fit Your Requirements

Table unit houses pre-amplifiers and control circuits—one or two pedestal units house main and monitor amplifier circuits and accessory equipment—turntables mount on top of pedestals. Use whatever units you need—arrange them to suit yourself. Complete *circuit* flexibility, too.

Here is the most complete, flexible, compact Studio Control Speech Input Equipment you could ask for!

Developed by Bell Telephone Laboratories and used with WOR'S new Western Electric *Synchronized* FM Transmitter, these Desk Units can be "custom-equipped" and arranged to the exact needs of *your* station —whether FM or AM.

Quality equipment in every way—these units are built to help you easily attain and maintain overall system transmission standards established by FCC for FM.

Your sponsors will be attracted by their clean-cut *beauty* —your staff will find them easy to install, easy to operate, easy to maintain.

. . .

Get full details—ask Graybar for Bulletin T1758.

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Western Electric

Reproduced from November 1, 1931 BROADCASTING

KMOX

ST. LOUIS •

KEY STATION OF THE MISSISSIPPI VALLEY

50,000 watts

• Advertisers are now making reservations for 1932. No evening time is available for the remainder of this year. A few choice morning and afternoon periods for the balance of 1931 are now available for early reservation.

KMOX • is located at the most strategic point in the United States. KMOX broadcasts from the center—not the rim.

KMOX • with its 50,000 watt transmitter on a cleared channel, is heard regularly throughout the entire Mississippi Valley. (Write for the KMOX Listening Area Map, measuring its *minimum* habitual audience).

KMOX • dominates its immediate district. It is the only radio station capable of providing full time reception to listeners in St. Louis and its trade territory.

KMOX • maintains the finest network program standard 18 hours a day, insuring for its audience the best radio entertainment and special broadcasts.

THE VOICE OF ST. LOUIS, INC.

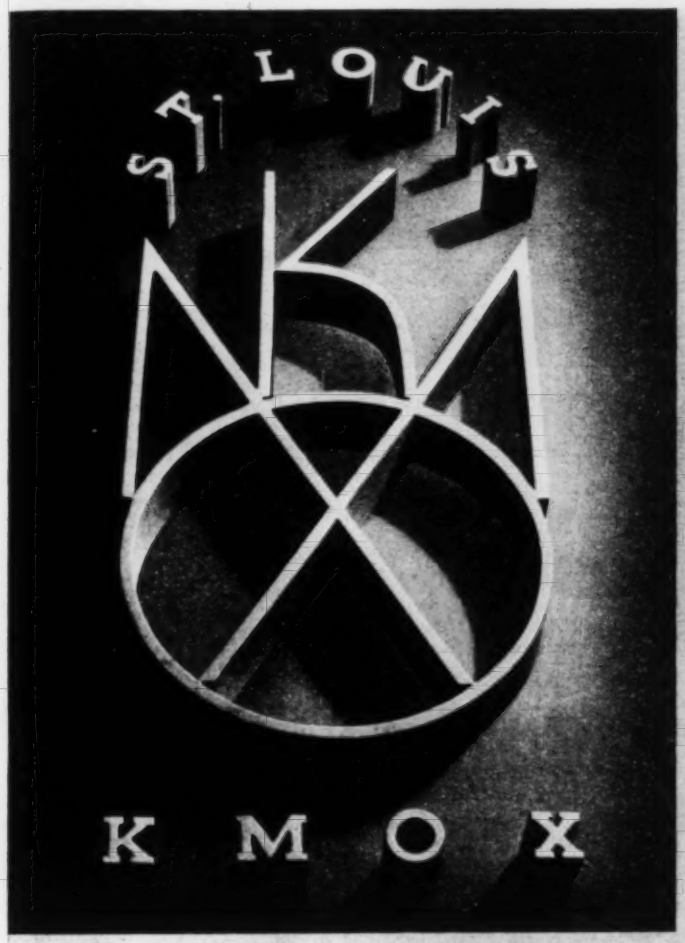
OPERATING

KMOX

50,000 Watts • 1090 Kilocycles • 275.1 Meters

Studios and Offices: Mart Building, St. Louis, Mo.
Transmitter: Baumgartner Road, St. Louis County

BASIC STATION OF THE COLUMBIA BROADCASTING SYSTEM



KEY STATION OF THE MISSISSIPPI VALLEY

50,000 WATTS

HISTORY REPEATS. Advertisers throughout the past season have reserved Fall-Winter time on KMOX. No evening time available for the remainder of this year.

KMOX continues, as nine years ago, to be located at the most strategic point in the United States; continues to be the only station in St. Louis or the entire state of Missouri to broadcast with 50,000 watts on a cleared channel; continues to dominate its immediate district and continues to maintain the finest program standard in St. Louis.

But today it's also true that . . .

KMOX is First in Listeners; has more than all other St. Louis stations combined.

KMOX is First in Advertisers, with more commercial quarter-hours (both network and spot) than any other St. Louis station.

KMOX is First in Dealer Influence, with dealers in more lines actually expressing their preference for KMOX than for all other stations combined.

KMOX today delivers audiences at the lowest cost-per-listener of any St. Louis station.

KMOX ★ 50,000 WATTS · THE VOICE OF ST. LOUIS

Owned and operated by the Columbia Broadcasting System. Represented by Radio Sales: New York, Chicago, Detroit, Charlotte, N. C., San Francisco, Los Angeles

in the CONTROL ROOM

WILLARD TIFFANY, formerly of KQW, San Jose, Cal. has been appointed chief engineer of KJBS, San Francisco. He succeeds Kenneth Owen who resigned to join the Navy at the Mare Island Navy Yard, Cal.

BILL NEILL has been made a permanent member of the engineering staff of WFIL, Philadelphia. Advancement of Arnold Nygren to chief engineer and Jack Schantz to field supervisor left an opening he had been filling temporarily.

RALPH H. CANNON, formerly chief engineer of KFDA, Amarillo, Tex., has joined the new WINX, Washington, in the same capacity.

JOHN T. DOWDELL, for the last two years chief transmitter engineer of WIBX, Utica, N. Y., has been named chief engineer of the station.

GEORGE ALLISON, formerly of KHQ, Spokane, has joined KGVO, Missoula, Mont., as chief engineer, succeeding T. E. Atherstone, Jr., who has joined the FCC monitoring staff.

REINALD WERRENRATH, JR., formerly an NBC viedo effects engineer, has resigned to become assistant to William Eddy, in charge of construction of a new Balaban & Katz television project in Chicago. Mr. Eddy recently resigned as NBC video-effects engineer to take the new post. At NBC, Mr. Werrenrath was his assistant.

GEORGE HERRICK, assistant chief engineer of WINS, New York, and of the New York Broadcasting System, has been appointed instructor of radio communications at the Brooklyn Technical Night School.

Auspicious Start

NOT SURE whether it set a record by installing its 250-watt plant in exactly 30 days, WSLS, Roanoke, Va., nevertheless claims a record listening audience for a new station's first day on the air. By airing the exclusive MBS broadcasts of the World Series, starting Oct. 2, the station claims thousands of residents in the Roanoke area became WSLS-conscious a few hours after it started operation.

DOUGLAS WALLACE, since 1938 Graybar district manager at Jacksonville, Fla., has been named assistant general sales manager, reporting to D. H. O'Brien, recently appointed a general sales manger of Graybar Electric Co., New York. L. C. Fields succeeds Mr. Wallace at Jacksonville.

STANLEY CUTLER, for several years sales engineer of Norman B. Neely Co., Los Angeles technical sales representatives, has enrolled in California Institute of Technology to continue his technical training.

NEIL MEAD has joined the engineering staff of KSCJ, Sioux City, Ia.

CHET GEISE, of the technical staff of WHAT, Philadelphia, recently underwent a tonsilectomy.

W. H. LOCKYEAR, new to radio, has joined the engineering staff of KIUP, Durango, Col.

FRANK R. KRULCE, formerly of WOPI, Bristol, Tenn., has joined the engineering staff of WBRW, Welch, W. Va.

PRESTON PEARSON, formerly of WLPM, Suffolk, Va., has joined the engineering staff of WRAL, Raleigh.

PIONEERS of radio discuss its early days at the dedication of the New York World's Fair Hall of Fame. At right Dr. E. F. W. Alexanderson, General Electric scientist, talks things over with David Sarnoff, RCA president and NBC board chairman. Dr. Alexanderson's inventions contributed importantly to the first radio broadcast, the first television broadcasts and Transatlantic telephony. Mr. Sarnoff, like Dr. Alexanderson, came to America as an immigrant boy. Both are among the 600 Americans on the Hall of Fame panels.

TO THE FAR NORTH
KDKA Resumes Broadcasts to Isolated Region

KDKA, Pittsburgh, on Oct. 5 started another season of its Saturday night broadcasts to the Far North. The series started in 1923, when the station carried an emergency broadcast to help locate an expedition lost in the North Atlantic in an oar-propelled boat, and has been on the air every winter since then.

The weekly programs consist entirely of messages to people in isolated spots in the Far North of the continent. Letters to be read on the air come from all over the world. Starting as a trickle in October, the volume increases until on Christmas and New Year's Eve it is not unusual for KDKA to stay on the air until 4 or 5 a. m., sending greetings from relatives and friends. The broadcasts are carried on KDKA's regular frequency, 980 kc., as well as by shortwave.

Dec. 11 Hearing Is Set For WBBM-KFAB Shift

SEVERAL TIMES postponed, a new hearing date of Dec. 11 has been set by the FCC for the proposed shift under which two CBS-owned stations would alter present assignments to make way for full-time clear channel operation for WBBM, Chicago. The hearing involves the application of KFAB, Lincoln, to shift from 770 kc. with 10,000 watts, where it synchronizes at night with WBBM, to 1080 kc. with 50,000 watts. On the latter frequency it would duplicate with WBT, Charlotte, which now has a clear-channel assignment.

In so doing, WBBM would have 50,000 watts with unlimited time and no synchronous operation on 770 kc. The hearing also involves the applications of WJAG, Norfolk, Neb., to shift from 1060 kc. to 770 kc. with 1,000 watts daytime and of WMBI, Chicago, to operate on its present assignment on 1080 kc. under the proposed realignment on the frequency.

Wilmotte Opens Office in Capital

RAYMOND M. WILMOTTE, well-known consulting radio engineer and designer of the first directional antenna for a broadcast station ever to be installed, on Oct. 1 opened offices in Washington after several years of consulting practice in New York.

Mr. Wilmotte

Mr. Wilmotte's new offices are in the Bowen Bldg., 15th and H Sts. For five years he has maintained headquarters in the New York offices of John V. L. Hogan, consulting radio engineer, and was associated with the technical development of WQXR, first "high-fidelity" broadcast station in the country.

A graduate of Cambridge in 1921, Mr. Wilmotte has specialized in antenna development and theory both abroad and in this country. In 1932 he designed and installed the directive antenna for WFLA, Tampa, to protect the service area of WTMJ in Milwaukee, constituting the first installation of that type in the world. FCC Commissioner T. A. M. Craven, then consulting engineer for the Florida station, retained Mr. Wilmotte for this pioneering task. Since that time use of directive antennas has become recognized internationally and constitutes a fundamental aspect of allocation engineering in this country.

In 1938, coincident with the reorganization of the NAB, Mr. Wilmotte was retained as engineering consultant and handled preparation of industry technical data at FCC hearings dealing with broadcast allocations and other engineering considerations. He served as a consultant for the trade association until early 1940, when Lynne Smeby became technical director of the NAB.

After graduating from Cambridge, Mr. Wilmotte became associated with the National Physical Laboratory of England, the British counterpart of the U. S. Bureau of Standards. In that work he specialized in antenna development. In 1929, he came to this country. He is now an American citizen and has taken up permanent residence in Washington.

Video Session Planned By Motion Picture Group

WITH an entire session devoted to television, members of the Society of Motion Picture Engineers will be brought up to date on the progress in video broadcasting at their fall convention, to be held Oct. 21-25 at the Hollywood Roosevelt Hotel.

H. R. Lubcke, in charge of television for the Don Lee Broadcasting System, will give a paper on "Photographic Aspects of Television Operation"; P. C. Goldmark, chief television engineer of CBS and chairman of the SMPE television committee, will read the committee's report; H. See, of NBC's television staff, will describe "NBC Television at the Republican National Convention of 1940" and C. F. Wolcott, Gilfillan Bros., will discuss "Problems in Television Resolution".

Reproduced from October 15, 1931 BROADCASTING

We don't claim the World—
BUT
WPTF
at **Raleigh**
the capital of North Carolina, is the only station within a radius of 90 miles.

•

National, Local and NBC Chain Clients have been using this station with profit—Why not investigate?

•

1000 WATTS
Western Electric Radio and Reproducing Equipment

← *Then!*
1000
watts
★
Soon!
50,000
WATTS
★
WPTF
RALEIGH

WSTV, Steubenville, O., Schedules Oct. 22 Debut

WITH construction nearing completion, the new WSTV, Steubenville, O., is expected to be on the air not later than Oct. 22, according to General Manager John Laux, formerly manager of KQV, Pittsburgh. Mr. Laux also has announced personnel additions, including John L. Merdian, formerly of WJAS and KQV, as program director and Jack Thomas, of WJW, Akron and Garry McKelvy, on the sales staff, along with Joseph Troesch, formerly in radio in the Pittsburgh area, as chief engineer.

WSTV has contracted with United Press for a regular 20-hour daily news service. The station also has subscribed to the Lang-Worth transcribed library service and has signed as a member of Broadcast Music Inc., according to Mr. Laux.

Pierce's Discs

PIERCE'S MEDICINES, Buffalo (Golden Medical Discovery), early in October started a 13-week schedule of four-weekly one-minute transcribed announcements on 29 stations, WOKO WHAM WFBL WGR WCAU WHP WBIG WXYZ WJR WOOD WJJD WENR WIND WISN WDZ WTAM WCAE WLW WCHS KWK KFRU KRNT WMT WNAX WHB KWTO WIBW XEAW WWVA. Agency is H. W. Kastor & Sons, Chicago.

CALL LETTERS of the regional outlet in Syracuse, N. Y., granted July 17 by the FCC to the Sentinel Broadcasting Corp. [BROADCASTING, Aug. 1, 15], have been changed from WLAF to WAGE.

Time Sales in Three-Quarters of 1940 Nearly 16% Ahead of Figure Last Year

COMBINED gross time sales on NBC Red and Blue, CBS and MBS for September totaled $7,271,690, an increase of 19.4% over the September 1939 figure of $6,089,008. For the nine-month period, combined time sales grossed $68,299,063 this year as compared with $58,936,860 at the three-quarter mark last year, a gain of 15.9%.

MBS registered the largest percentage increase for September 1940 over totals for the same month last year with a rise of 34.6%. January-September figures show MBS with $2,777,833 in 1940, an increase of 23.1% over last year's figure of $2,256,817.

For the third consecutive month NBC-Red had the highest billings, while CBS, leader for the first six months, was second for the month, although still ahead for the year to date. NBC-Red time sales for the nine-month period total $28,673,091, an increase of 8.8% over the $26,351,829 total for the first nine months of 1939. NBC-Blue January-September figures show an increase of 19.1% since last year, reading $7,335,264 for 1940 and $6,158,520 for 1939. For NBC as a whole, the nine-month total is $36,008,355, a rise of 10.8% over the 1939 figure of $32,510,369. Combined NBC September billings are $3,879,779, up 17.0% over the 1939 figure of $3,315,307.

Cumulative CBS time sales at the end of September grossed $29,512,875, higher by 22.0% than last year's nine-month total of $24,169,694.

Gross Monthly Time Sales

	1940	% Gain over 1939	1939
NBC-Red			
Jan.	$3,496,393	8.9%	$3,211,161
Feb.	3,226,983	8.5	2,975,258
Mar.	3,338,440	1.2	3,297,992
April	3,128,685	8.7	2,879,571
May	3,216,940	6.3	3,025,538
June	2,919,405	5.8	2,759,917
July	3,141,902	15.8	2,713,798
August	3,072,338	12.2	2,737,926
Sept.	3,132,005	13.9	2,750,668
NBC-Blue			
Jan.	908,815	10.5	822,730
Feb.	905,101	17.0	773,437
Mar.	965,904	10.7	872,860
April	912,833	34.0	681,413
May	817,682	20.9	676,564
June	722,695	16.1	622,487
July	688,536	20.8	569,757
August	665,924	15.9	574,644
Sept.	747,774	32.4	564,619
CBS			
Jan.	3,575,946	34.2	2,674,057
Feb.	3,330,627	31.0	2,541,542
Mar.	3,513,170	20.1	2,925,684
April	3,322,689	16.4	2,854,026
May	3,570,727	15.3	3,097,484
June	3,144,213	9.9	2,860,180
July	3,071,398	32.8	2,311,953
August	2,875,657	22.8	2,341,636
Sept.	3,108,448	21.3	2,563,132
MBS			
Jan.	317,729	0.8	315,078
Feb.	337,649	22.1	276,605
Mar.	390,813	27.3	306,976
April	363,468	38.4	262,626
May	322,186	37.2	234,764
June	299,478	31.2	228,186
July	235,182	8.6	216,853
August	227,865	10.9	205,410
Sept.	283,463	34.6	210,589

BILL GOODWIN, Hollywood announcer, has been signed by RKO Radio Pictures to portray himself in the film, "Let's Find a Song".

IOWA BARN DANCE ANNIVERSARY FETE

START of the 10th season of *Iowa Barn Dance Frolic* Oct. 5 was observed with special ceremonies by WHO, Des Moines. With addition of several new acts, the 2¼-hour show featured appearances by radio and advertising agency figures identified with the program. The grand opening program offered a cast of 75.

Edgar L. Bill, operator of WMBD, Peoria, Ill., and who at WLS, Chicago, first brought *Barn Dance* programs into the big time, was a featured visitor, along with J. O. Maland, vice-president and general manager of WHO, Ed Fellers, of Presba, Fellers & Presba, Chicago agency representing Mantle Lamp Co. (Aladdin lamps), first sponsor of the *Iowa Barn Dance Frolic*, also made a personal appearance. Another guest was Jim Murphy, agricultural writer.

In addition to Mantle Lamp Co., sponsors of the long show are Murphy Products Co. (feeds), Burlington, Wis.; Keystone Steel & Wire Co. (fences), Peoria; Consolidated Products Co. (vitamin products), Danville, Ill.; Flex-O-Glass Mfg. Co., Chicago. Stan Widney writes and produces the show, which draws an average weekly theatre audience of 3,000 persons. Assisting with m.c. duties are Ernie Sanders, Dick Anderson, Jack Kerrigan and Max Robinson.

CRANE WILBUR, Hollywood producer-editor of the CBS *Big Town*, sponsored by Lever Bros. (Rinso), is dramatizing "Kingdom Come," sketch used on that series last season, and is planning it as a Broadway production.

KWKH

SHREVEPORT, LA.

50,000 WATTS

CBS

Complete coverage of a rich tri-state market

For more information about KWKH, one of the sixteen CBS 50,000 watt stations, inquire of The Branham Company

SERVING THE RICH TRI-STATE MARKET

IN PUBLIC
IN PRO
DEAD HEAT FOR

C SERVICE
OGRAMS
FIRST in POWER
L. B. Wilson
WCKY

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We Make Our Bow

"Edmund Burke said that there were Three Estates in Parliament, but in the Reporters' Gallery yonder there sat a 'Fourth Estate' more important far than them all."
—Carlyle's *Heroes and Hero Worship.*

AND now, Radio! Who is there to gainsay its rightful status as the Fifth Estate? Powerful medium for the conveyance of intelligence and entertainment to the masses, Radio Broadcasting has come to take its place alongside "the Lords Spiritual, the Lords Temporal, the Commons and the Press" to whom the redoubtable Burke alluded in one of his unpublished flights of oratory.

Radio as the mouthpiece of all the other Estates occupies a peculiar position of its own in American life. It furnishes all of man's other high Estates voices that reach far beyond their cloistered chambers, their limited social circles, their sectional constituencies and their circulation areas.

But beyond all that, it brings new cheer, new intelligence, new light to the multitudes in providing all the many and diversified forms of education and entertainment that the human ear can convey to the mind. Soon sight will be added to radio's voice; when and how, it is too soon to say, but that it will the best minds of radio are agreed.

All this broadcasting does in this country while sustaining itself as an economic entity, without the direct aid or subsidy of government. It does all this, under the American scheme, while lending new stimulus to business by making available to business a new vocal medium of sales approach. It does all this, we believe, without encroaching upon, but rather in close cooperation with, the other realms of education, entertainment and business.

BROADCASTING makes its bow firm in its belief in the American system of radio. With all its youthful faults, Radio by the American Plan still expresses a certain genius of the American people—the genius of free enterprise.

It would be idle here to expatiate upon the blessings, the faults and the future hopes of radio. The columns of BROADCASTING will be devoted to the news of radio, particularly to bringing the various elements that make up this great art and industry to a greater awareness of another. BROADCASTING intends to report, fairly and accurately, the thoughts and the activities that motivate the field of broadcasting and the men who are guiding and administering broadcasting.

To the American system of free, competitive and self-sustaining radio enterprise, this new publication, accordingly, is dedicated.

Chisels & Throats

A NEW "time chisel" menace has invaded radio. And, as always, the broadcasters' own folly—his willingness to accept "free commercials"—is responsible.

A surprising increase in the efforts of recognized and legitimate advertising agencies to snag time without cost to their advertisers is apparent. It isn't the old-time chisel of the fly-by-night publication handing out transcriptions or scripts keyed to publication dates, or manufacturers seeking time direct or through phoney agencies, or even "per inquiry" deals (though the latter are still prevalent and some stations are still suckers for them).

Now certain recognized agencies, some of the biggest, are seeking free time on a regular basis. And, we understand, several hundred stations are handing it out. It's no longer the adequate merchandising demand but actual time that is sought, to offset efforts of competing agencies in soliciting their accounts. One responsible agency repofts that so long as radio stations accept such material and so long as competing agencies use it as evidence of their ability to secure more results for the advertisers, it would be forced to compete by similar efforts. The fact that free time is not commissionable, and therefore brings no revenue to the agency, does not deter it from meeting the competition.

It is clear that many stations accept such propositions on the foolish notion that it will set them right with the agency and mean other business later on. Others, carrying a volume from the particular agency, apparently feel compelled to do a favor. Both theories are fallacious. The stations getting little or no national business are committing hari-kari, because agencies know that if they give it away, they can't sell it. And the "good fellow" who gives away just a little, simply encourages more and more of the same thing.

The answer is simple. Unless stations stop accepting such deals, they will lose not only their self-respect but also will foreclose the immediate possibility of getting national spot and contribute to the breakdown of what should be a most lucrative source of revenue.

Radio's War Job

WAR CLOUDS are beginning to envelop radio. The tempo becomes swifter as the military services increase their recruiting and informational functions, using radio as an anchor medium, and as the Defense Communications Board digs into the details of what amounts to a task of communications war planning.

The most significant and gratifying outlook, however, is that the Government, from the President down, has not veered from the originally avowed precept of minimum interference with broadcasting as it now functions. Instead, every plan is premised upon coordination of the present broadcast structure with defense requirements and under its present civilian management.

In this issue we publish a letter from President Roosevelt. He alludes to radio's "increasing obligation to keep the public fully informed". And he adds that "a free radio is just as essential as a free press". Those are significant words, which certainly do not connote dire things for radio.

From the War Department we learn that a Radio Section is being created under the General Staff. This is indicative too of the reliance being placed upon the medium in keeping the public informed accurately and swiftly. In setting up this section we hope the Department will select men conversant with the problems of the broadcaster and familiar with radio "shop" operations. By so doing, the Army will go a long way toward simplifying its own job of procuring maximum cooperation from the industry, and at the same time ease the time load of the stations and the networks.

We hear that Ed Kirby, energetic public relations director of the NAB, is under consideration for the Army radio post. By virtue of his military background, as well as his intimate knowledge of radio in all its aspects, he is admirably qualified. The industry would more than welcome such an appointment.

The weeks and months ahead will be critical for radio—not because of any danger to the industry itself, but because of the responsibility it must shoulder as a public relations medium. Radio so far is doing its job well, and to the satisfaction of public and Government.

Friendly Neighbors

WHEN the Government of a sovereign nation buys time on the American radio, whether to stimulate the friendly spirit or to promote the market for its export products, then radio has reached the acme of acceptance as a public service as well as an advertising medium. The Brazilian Government has done just that, sponsoring a pair of Washington news commentators Sunday nights on NBC-Blue. The avowed purpose of the campaign is to "present public information and facts regarding Brazil and her problems which will be of sincere interest to the American people."

Propaganda? To be sure—but propaganda of the American brand, the kind of propaganda making for neighborly understanding and for hemispheric solidarity. If Brazil should find that the use of the American radio incidentally helps it to dispose of its coffee crop, no one can possibly begrudge her that right and opportunity. The American radio is proud to be handmaiden to this good neighbor effort, and may many more of our Latin American neighbors profit by Brazil's example.

We Pay Our Respects To —

MARK WOODS

SINCE Jan. 1, 1922, when he began setting up an accounting system for the radio department which the American Telephone & Telegraph Co. had started not so long before, Mark Woods has been actively engaged in the business of broadcasting. For more than 18 years, most of them as an officer of NBC, he has watched radio's rapid growth and has played an important part in establishing policies to turn its mushroom-like spread into an orderly development.

Though one of commercial radio's earliest pioneers, Mark Woods is more interested in its future than its past and would much rather discuss the changes that will be brought about by television and other technical developments than reminisce about the "good old days when radio was young".

One explanation is that, along with being NBC's oldest officer in point of service, he is one of the youngest in point of age, with his 40th birthday still ahead. Another is an incurable fascination with radio and a firm belief that, whatever its past progress, radio has taken only the first few steps towards its destined position, a state of mind that has caused Mark to turn down many financially tempting offers to enter other fields of endeavor.

Born in Louisville, Dec. 27, 1901, Mark spent his boyhood in Jacksonville, Fla., where his family had moved while he was still an infant. Here he attended the public schools and also got his first business training working with his father, custodian of the American Naval Stores Co., during summer vacations. Came the war and Mark, rejected by the Navy because of his youth, capitalized on his practical experience to land a job as foreman of a pneumatic tool gang in the shipyard of A. Bentley & Sons. Later he became the head of the personnel department and supervised employment of all workers. After the war he became a salesman for a large soda fountain manufacturer.

Alone in the world, both parents having died during the war years, Mark headed for New York to seek broader fields. His first job was with the Thomas A. Edison Industries, as an accountant, having learned about trial balances, ledgers and the like in high school and at business college. In 1920 he joined the revenue accounting division of the New York Telephone Co., but before long he was transferred to the accounting staff of the parent company, the AT&T, which at that time was actively engaged in the broadcasting business as owner of WEAF, New York.

Following his radio debut via the accounting route, Woods advanced as rapidly as the medium itself, and by 1926 he was assistant treasurer, assistant secretary and office manager of the Broadcasting Co. of America, an AT&T subsidiary set up to operate WEAF, which by then had been hooked up into the first radio network, whose policies Mark had helped to formulate. Somewhat earlier he also joined with other broadcasters in forming a trade association, which they incorporated as the National Association of Broadcasters.

On Nov. 1, 1926, when the AT&T broadcasting operations were turned over to NBC, which made its debut that day, Mark Woods went to NBC as assistant treasurer, assistant secretary and office manager. A year later he was named treasurer of NBC, retaining that post until April, 1934, when he was placed in charge of the network's operations as assistant executive vice president reporting to Richard Patterson, then NBC's executive vice-president.

In December, 1936, following an internal reorganization at NBC which brought in a new president who himself took charge of operations, Mark resumed his financial duties as vice-president and treasurer. In addition, he is presently directly responsible for the operation of the Artist Service, Engineering, International Shortwave, Television, Radio Recording and General Service departments. His posts also include that of assistant secretary, the one position he has held straight through his more than 13 years with NBC.

The coordination of the company's activities in connection with the ASCAP difficulty has recently been assigned to him by Niles Trammell, newly-elected president of NBC.

He is a director and a member of the finance committee of the National Better Business Bureau as well as an officer and director of the different NBC subsidiary companies.

Although not indicated by his title, one of Mark's most important jobs, and one which takes a great deal of his time, is that of handling NBC's labor relations. Possessing as keen an interest in people as he has in figures—plus an enviable ability to make friends that have confidence in him—Mark has long represented NBC in its negotiations with the various unions of radio personnel, and he takes a good deal of pride in the fact that he is well liked by the labor group for his fair attitude. He was never formally assigned to this post, Mark says, but through his financial supervision of all of NBC's contacts he gradually took over the relations with labor groups.

Mark lives at Short Hills, N. J. His wife is the former Edith Carolyn Dittrich and they have two children, Patricia Walton, 12, and Albert Edward, 9. His chief hobby is golf. His is a member of the Baltusrol Golf Club, Circus Saints and Sinners, and St. Bartholomew's Club.

Personal NOTES

ASHTON DUNN, former superintendent of training in the NBC personnel division, has been appointed personnel manager, succeeding Dwight G. Wallace, resigned [BROADCASTING, Sept. 15]. As training head he arranged a series of company discussions in which NBC executives speak informally to employes.

GUY C. HICKOK, director of the NBC international division, left Oct. 3 by Clipper for a month's business and pleasure trip to South American stations. To study reception of broadcasts and program requirements, Mr. Hickok will visit Rio de Janeiro, Buenos Aires, Santiago, Arica, La Paz, Lima, Quito and Cristobal.

WALTER SCOTT NEWHOUSE Jr., formerly with the Graduate Group of WQXR, New York, has joined the station's sales staff. He was formerly with Barron G. Collier Inc., New York, and *Brooklyn Eagle*.

LEON RACUSIN, formerly of the Retail Reporting Corp. of New York, has joined the sales staff of WJJD, Chicago.

BERNARD BERK, chief owner, has assumed the duties of general manager of the new WAKR, Akron, scheduled to start operating by Oct. 15. He succeeds Mendel Jones, formerly of WCKY, Cincinnati, who resigned Sept. 30.

LOUIS G. COWAN, author of *Quiz Kids*, *MuSico*, and head of the Chicago publicity company carrying his name, is the father of a son, Paul Smitz, born Sept. 21.

ERNEST LEE JAHNCKE, Jr., assistant manager of the NBC-Blue station relations department, on Oct. 7 became the father of an eight-pound baby girl.

DAVID SARNOFF president of RCA and chairman of the board of NBC, on Oct. 9 addressed the American Life Association convention in Chicago. His subject was *Science and Security*.

CARL CALMAN, formerly manager of WINS, New York, and in the industry 20 years, has joined the business staff of International News Service, taking charge of the New York sales area, according to Walter E. Moss, INS sales manager.

DON PONTIUS, formerly head of the traffic department of MBS, Chicago, has been transferred to the newly-formed merchandising and sales department.

THOMAS P. HAWLEY, formerly of *This Week* magazine and Pacific Railways Adv. Co., has joined the sales staff of the San Francisco office of KQW, San Jose, Cal.

STANLEY E. HUBBARD, president of KSTP, St. Paul, has been made commander of the newly-organized Flotilla 2 of the U. S. Coast Guard Reserve. The new group serves the Minneapolis-St. Paul area and promotes safety on navigable waters.

NORM DAVIS, account executive of KOIN-KALE, Portland, Ore., has been elected to the board of governors of the Advertising Federation of Portland.

MARIE BATTEY, formerly a sales executive in a local direct mail agency, has joined the sales staff of KOME, Tulsa, Okla.

ARTHUR A. BRANDT, for three years identified with the advertising and promotional activities of General Electric radio, has been named general sales manager for GE radio and television receivers, with headquarters in Bridgeport, Conn.

WINFRED H. WILEMAN, formerly of KASA, Elk City, Okla., KFDA, Amarillo, Tex., and KWGB, Hutchinson, Kan., has joined KICA, Clovis, N. M., as assistant manager. Karl Schroeder, KICA, program director, has resigned to join KGGM, Albuquerque. Jay Eubanks has been promoted to KICA program director.

GORDON S. HENRY, formerly manager of CFAC, Calgary, Alta., has joined CJCA, Edmonton, as manager.

JOHN T. CALKINS, general manager of the *Elmira Star-Gazette*, including WENY, Elmira, N. Y., on Oct. 3 underwent a major abdominal operation.

WALTER VILBERG, formerly of WISN, Milwaukee, and WIBA, Madison, has joined the sales staff of WROK, Rockford, Ill. Wynn Neely, formerly of WEMP and WISN, Milwaukee, has rejoined the WROK sales staff.

STANLEY DAVIS, formerly in radio on the West Coast, has been named manager of the Gary studios of WJOB, Hammond, Ind., in line with station's plan to expand service in Gary.

ELIAS, I. GODOFSKY, Brooklyn, formerly publisher of three weekly newspapers, has joined WCNW, Brooklyn, as commercial manager.

EDWARD H. WOLFE, new to radio, has joined the sales staff of WIL, St. Louis.

RAY LIVESAY, salesman of WDZ, Tuscola, Ill., is the father of a girl born in September.

FRED H. FORD, commercial manager of WJNO, West Palm Beach, Fla., has been re-elected president of the Better Government League of Green Acres City for the third successive term.

WILLIAM SHEA, account executive at KYA, San Francisco, and Caroline Reynolds were married Sept. 28 in the historic Carmel Mission, near Carmel, Cal.

N. E. KERSTA, assistant to the NBC vice-president and television coordinator, Alfred H. Morton, and Jack Hartley, of the special events division, have left temporarily to take a month's training in the Navy. Both are reserve officers.

S. NILES GATES, sales manager of C. P. MacGregor Co., Hollywood transcription concern, and Beth Linthicum, of Beverly Hills, Cal., have announced their engagement.

BEHIND the MIKE

DAVE DRISCOLL, director of special features and news for WOR, Newark, has been named a member of the Advisory Committee of the National Selective Service Administration of New York City. He will serve as a liaison officer between the Selective Service Committee and New York radio stations.

MONTE ROSENWALD, formerly of KGNC, Amarillo, has joined Russell-Seeds Agency, Chicago, as announcer of the new *Wings of Destiny*, which started on NBC Oct. 4. J. B. Linn, for the last year with KFYO, Lubbock, has rejoined the KGNC announcing staff.

JOHN POTTER, newscaster of KROW, Oakland, Cal., late in September slipped on a curb and fractured an ankle. Potter is continuing his regular broadcast schedule, using crutches and with his foot in a plaster cast.

AL NEWMAN, radio editor of *Newsweek*, on Oct. 7 became the father of a baby boy, John Henry.

WAYNE GRIFFIN, sales manager and program director of KFYR, Bismarck, N. D., on Sept. 28 married Francis Bodwin. Robert MacLeod, KFYR production director, on Oct. 18 is to marry Thora Beattie.

DON HANCOCK former announcer of WBBM Chicago, has been named announcer for *The Goldbergs*, sponsonored on CBS by Procter & Gamble Co. Cincinnati, for Oxydol.

CLINTON MOSIER, formerly with the Washington bureau of the *Brooklyn Eagle*, has joined the press department of NBC in New York.

JOE PARKER producer of the NBC *Fibber McGee and Molly* show, is convalescing after an appendectomy.

NATHEN SCHWARTZ, concert violinist and music teacher, on Oct. 7 was appointed musical director of WFIL, Philadelphia. He replaces Anthony Candelori, who goes to the Ritz-Carlton Hotel, Philadelphia.

CHARLEY WOOD, announcer at WCAU, Philadelphia, on Sept. 29 married Ruth Cummings, singer at WLW, Cincinnati.

JANE FREDERICKSON of the sales promotion department of WOWO-WGL, Fort Wayne, resigned recently to marry M. Earl Sparks, local oil dealer. Anne Joseph, new to radio, has succeeded her at the station.

BOB POLLOCK, of WCAU, Philadelphia, on Oct. 16 rejoins the announcing staff of WSB, Atlanta. He replaces Dana Waters who resigned recently to enter the ministry.

LEONARD J. O'CONNOR, formerly of the *Davenport* (Ia.) *Times*, has joined the NBC Central Division news and special events department. He replaces Edward G. Weber, who joined the NBC Central Division Blue-network sales department as an assistant.

ANICE IVES returns to WFIL, Philadelphia, Oct. 15, as director of women's programs. She will handle three morning half-hour programs weekly, to be sold on a participating basis.

OWEN VINSON, Chicago production director of the NBC *Road of Life* series, is the father of a girl, Kathleen Elizabeth, born Sept. 21.

JAMES C. BUCHANAN, formerly with the United Press bureau in Chicago, has joined the news staff of KMOX, St. Louis.

BRAD ANSLEY, formerly newscaster of WSB, Atlanta, has joined the Associated Press in New York. He is succeeded at WSB by Doug Edwards, former WSB announcer who has been with WXYZ, Detroit, for several years.

JESS KIRKPATRICK, announcer of WGN, Chicago, played in the finals of the Chicago Towers Club handball tournament.

HAL LAWRENCE, formerly of CHML, Hamilton, Ont., has been named news editor of CKGB, Timmins, Ont.

OSCAR B. SUNDBERG, announcer of KHSL, Chico, Cal., recently married Frances Jones.

JAMES V. MONTGOMERY, formerly of WGAZ, Carthage, Ill. and WIBU, Poynette, Wis., has joined the announcing staff of KSCJ, Sioux City, Ia.

MAURY FARRELL, staff announcer of WAPI, Birmingham, has enlisted in the U. S. Civilian Pilot Corps, a branch of the U. S. Army Air Corps.

JACK MORRIS, formerly of WMBH, Joplin, Mo., has joined the announcing staff of KOME, Tulsa, Okla. Dick Carter, KOME announcer, has been elected president of the A Capella Choir of Tulsa U, where he is a student.

ARNOLD STINSON, formerly of CHML, Hamilton, Ont., and Northern Ontario stations, has joined the announcing staff of CKLW, Windsor.

ROYAL O'REILLY, of the production department of KRE, Berkeley, Cal., suffered a slight concussion recently when he fell on the studio floor.

JOE PARKER, NBC Hollywood producer, has returned to his network duties after an appendicitis operation.

MELVILLE RUICK, Hollywood announcer on the CBS *Lux Radio Theatre*, sponsored by Lever Bros. (Lux), has been assigned the role of an orchestra leader in the film, "Kitty Foyle", to be produced by RKO Studios.

CHARLES BURGMAN, NBC Hollywood page, has resigned to join the production staff of KDON, Monterey, Cal. Besides supervising newscasts, he is producing five shows weekly, including a Hollywood film gossip program.

JACK LITTLE, for the last season an announcer at the Golden Gate Exposition, has joined the announcing staff of KQW, San Jose, Cal.

EDDIE LIPPERT and Ernie Brashear, NBC Hollywood maintenance man and tour guide, respectively, under names of Loring and Cross, have collaborated in writing a new song, "Too Late". It was introduced Oct. 4 on the NBC *Friday Mixup* program, by Ben Gage, singing announcer.

GEORGE VOLGER, NBC Hollywood announcer, is convalescing from a major operation.

PROSIT! brings broad smiles from Fred Garrigus (right) and his guest, Frederick Heuser, known as the oldest waiter in Boston. Mr. Heuser recently appeared on Garrigus' *Around the Hub* program on WEEI, Boston, for an interview on the anniversary of his 47th year with a famous local German restaurant. Making his first microphone appearance, he appeared at the studio in his waiter's garb, bearing a pair of big beer steins.

Meet the LADIES

CAROL GAY

WOMEN commentators are legion on the American radio, but women news commentators continue to be the exception rather than the rule. Carol Gay, of KWK, St. Louis, broadcasts views on major world news as well as on books, plays and movies during her five-weekly morning programs *This Women's World*. Five afternoons weekly she also discusses *Fashions in Review*, based on her regular trips to New York for the fashion shows, her conducting of fashion shows in three local department stores and her reportorial activities. She has been in radio five years, coming to KWK from department store promotion work. Her ten 15-minute programs weekly, her two children and her 150 or more speaking engagements per year keep her busy indeed.

On Three Networks

CHARLES STARK, recently named announcer for *Mother of Mine*, sponsored on NBC-Blue by Harold Clapp Inc., Rochester, is one of the few announcers to have shows on three networks. He is also announcer on *I'll Never Forget*, sponsored on MBS by Macfadden Publications, New York, and *Strange as It Seems*, sponsored on CBS by Colgate-Palmolive-Peet, Jersey City.

BOB JOHNSON, who handled relief assignments during the summer, has joined the regular announcing staff of KFBB, Great Falls, Mont.

MARY DUFFY, formerly of Crowell Publishing Co. and more recently with MLA Publications, has joined the Chicago staff of Tom Fizdale Inc.

BILL CROKER, formerly program director and announcer of WDMJ, Marquette, Mich., has joined the news department of WGN, Chicago.

GEORGE W. FUERST, traffic chief of KGO-KPO, San Francisco, on Oct. 19 is to marry Jill Cody.

BART SLATTERY, publicity director of WIL, St. Louis, recently married Lily Abel, formerly staff pianist of WEW, St. Louis.

BOB MacDONALD, of the news staff of KMOX, St. Louis, recently married Margaret Temple King, also of KMOX.

TOM REYNOLDS, formerly of KBST, Big Spring, Tex., and KRBC, Abilene, recently joined the announcing staff of KABC, San Antonio. Bob Knox, formerly of the KBST continuity department, also has joined KABC.

BRUCE CHICK, newscaster and announcer of CKLW, on Oct. 1 became head of the station's continuity department, succeeding Don Sims, new manager of WMSL, Decatur, Ala. Frank Burke has been named in charge of CKLW promotion.

DEL ALLEN, formerly of KORN, Fremont, Neb., has joined the announcing staff of KTRI, Sioux City, Ia.

VAN PATRICK, formerly sports announcer of WDSU, New Orleans, and Fred Smith, announcer of KTRI, Sioux City, Ia., have joined the staff of WHBF, Rock Island, Ill.

BILL HERSON, announcer of WBAL, Baltimore, is the father of a girl born recently.

SYDNEY MOSELEY, noted British journalist, on Oct. 14 started a five-minute daily news review program on WMCA, New York, 1-1:05 p.m.

JOHN K. CHAPEL has joined the news staff of KROW, Oakland, Cal. The station recently added a morning newscast to its schedule, making 10 daily news periods.

PAUL WEST and Phyllis Louden, both in the continuity department of KSFO, San Francisco, have announced their engagement.

GLOYD THRAILKILL, formerly continuity editor of KWTO, Springfield, Mo., has been appointed to the same position with KMMJ, Grand Island, Neb. She will continue to write *The Answer Man* for the Script Library, New York.

ED FITZGERALD, conductor of a news program on WOR, Newark, is teaching a course in radio writing at Newark U.

PIERRE PAULIN, announcer of KDKA, Pittsburgh, late in September married Frances Genevieve Martin.

DAVE DRUMMOND of the KPO-KGO production staff, San Francisco, is now author of *Hawthorne House*, sponsored by Wesson Oil & Snowdrift Co. over NBC Red on the Coast, succeeding Ted Maxwell, who went to Chicago to enter radio production.

DON HANCOCK, CBS Chicago announcer of the *Stepmother* show, leaves for New York to announce *The Goldbergs*, CBS serial. He will be succeeded by Carlton Kadell.

OWEN CRUMP, Hollywood radio and screen writer, and Lucile Fairbanks, actress, were married Oct. 12 at Montecito, Cal.

CHARLES VICTOR, formerly of WKRC, Cincinnati, has joined the announcing staff of WGN, Chicago.

MIKE FRANKOVICH, KFAC, Los Angeles, sports announcer, and Binnie Barnes, film actress, were married Sept. 29 in Beverly Hills, Cal.

JOHN STINSON, formerly of WJR, Detroit, and WKPT, Kingsport, Tenn., has joined the announcing staff of WIOD, Miami. Sam Parker, WIOD announcer, has returned to work after a three-month layoff resulting from a ruptured appendix. Parker's profile and voice were used in Max Fleischer's feature-length "Gulliver's Travels" cartoon.

HOWARD M. PAUL has joined the continuity and publicity staff of WTMJ, Milwaukee.

JOHNNY CARPENTER and Art Kirkham are handling football broadcasts sponsored by Associated Oil Co. on KOIN-KALE, Portland, Ore.

STUART MIMS, announcer of WAPI, Birmingham, has resumed his duties as head of the radio department of Birmingham-Southern College, which has just completed a new broadcasting studio.

GENE KING has resigned as conductor of the daily program *Jamboree* on WEVD, New York, from midnight to 4 a.m. to preside over a daily record series on WOR, Newark, entitled *Danceland*, which started Oct. 14, 3-3:30 p.m.

AL SIMON, publicity director of WHN New York, in conjunction with Jo Ranson, radio editor of the *Brooklyn Eagle*, will teach a spring semester course in "Radio Broadcasting" at Long Island U starting Feb. 5.

JACK KREAMER, formerly of *Radio Press*, fan publication in Philadelphia, has joined WINX, Washington, as script writer.

LOUISE BENBOW, of the national sales office of NBC Chicago, has announced her marriage two months ago to Fred Nygren, of that city.

THOMAS B. SMITH, program director of WPEN, Philadelphia, has resumed teaching radio program preparation at Temple U.

FRED WOOD, who announces the all-night *Dawn Patrol* at WIP, Philadelphia has passed his tests for a private airplane pilot's license.

JEAN RUTH, of Detroit, has taken over the *Women's Shopping* programs at WHAT, Philadelphia, and is in charge of all women's features.

DOROTHY GOODMAN formerly of the publicity department of WINS, New York, is handling publicity for B. S. Bercovici news commentator and lecturer who recently resigned as publicity director of WINS.

PRETTY EDYTHE WRAY, of Richmond, had no sooner returned from Miami, where she won the 1940 contest for Radio Queen of the South, sponsored by the Miami Beach Hotel Assn., than she was signed as feature star on *Flavor Time*, sponsored on WRNL by Southern Dairies. Seventeen-year-old Edythe, a beautiful brunette, began her radio career on WRNL's *Kiddy Show* when she was 4 and has been featured on programs of her own over that station for the last two years. Here she is shown being congratulated on her new sponsorship by Mallory Freeman (left), WRNL production manager, and J. Lynn Miller, president of Advertising Inc., which handles the local Southern Dairies account.

KRIC, Beaumont, Tex., Makes Changes in Staff

REORGANIZATION of the executive staff of KRIC, Beaumont, was announced Oct. 1 by Jack Neil, who last month became general manager. He was formerly manager of KPAC, Port Arthur. G. L. Kirk, former commercial manager of KPAC, has taken the same post with the Beaumont station. Joseph S. Trum, continuity editor of KPAC, has assumed similar duties at KRIC and Jack Alexander and Tony Chastaine, also of KPAC, joined the KRIC announcing staff.

Don Mitchell, chief engineer of KRIC, resigned Sept. 25 to join the FCC field force in its expanded monitoring operations. He had been technical head of the station for two years. C. C. McDaniel, engineer, was named chief engineer and Kirby Smith of Brownsville, was appointed to the technical staff.

WAAT Sales Staff

WAAT, Jersey City, in preparation for operation on 1,000 watts, full-time, beginning Jan. 1, 1941, has added two men to the New York sales force, according to A. B. Schillin, vice-president and general sales director. Robert A. Catherwood, for six years on the sales staff of WOR, Newark, has been appointed national sales director, and Edmund S. Lennon, former partner of the now dissolved Phillips-Lennon Adv., New York, and more recently a salesman in the New York office of Hearst Radio Inc., has been named assistant to the national sales director.

Manages 2 in Georgia

JOHN F. ARRINGTON Jr., formerly with WCHV, Charlottesville, Va., has been named general manager of WMJM, Cordele, Ga., and WGOV, Valdosta, Ga. WMJM is owned by the *Cordele Dispatch* and WGOV by Gov. E. D. Rivers, of Georgia.

Promotion Post at NBC Given Charles B. Brown

CHARLES B. BROWN, formerly NBC sales promotion manager of the western division, has been appointed NBC manager of station promotion in New York, succeeding B. J. Hauser, who has been transferred to NBC-Blue network promotion.

Mr. Brown

Mr. Brown was born in Victoria, B. C., in 1897, and attended the U. of San Francisco and the U. of California. In 1921 he handled district sales promotion for International Magazine Co., and later held sales positions with several different West Coast companies and for ten years was sales promotion manager of Foster & Kleiser, western outdoor advertising firm. He joined NBC in January 1938 as sales promotion manager of KPO and KGO, San Francisco, and a year later moved to Hollywood as western division sales promotion manager.

Mr. Brown is married and has one son. He arrived in New York Oct. 10 to assume his new duties at NBC headquarters.

Oboler Writing Film

ARCH OBOLER, Hollywood writer-producer of the weekly half-hour NBC *Everyman's Theatre*, sponsored by Proctor & Gamble Co. (Oxydol), in addition, has been signed to a film writing-directing contract by Frank Lloyd Productions. His first assignment will be scripting and directing "The Flying Yorkshireman," from Eric Knight's short novel. Production is expected to start about Jan. 1, with Oboler having already started writing the screen version.

MRS. SERENA CARLSON, mother of Emmons C. Carlson, sales promotion manager of the NBC Central Division, died Sept. 24.

Elliott on Duty

ELLIOTT ROOSEVELT, son of the President and head of the Texas State Network, newly-commissioned a captain in the Army Air Corps specialist reserves, reported for duty Oct. 9 at Wright Field, Dayton, O. He will serve for a year. In the meantime, his wife has been named president of TSN while the active management will be in the hands of H. A. Hutchinson, vice-president who has been managing the Roosevelts' KFJZ, Fort Worth. TSN employes gave Elliott a party at the Fort Worth Club Oct. 5.

Lowe, Feagin in Charge As WBML, Macon, Bows

WITH Henry E. Lowe as general manager and Robert Feagin as station director in charge of sales and production, the new WBML, Macon, Ga., goes on the air Oct. 15 as a full-time 250-watt outlet on 1420 kc. It was authorized for construction last May by the FCC and is RCA equipped with a Lehigh radiator. Mr. Lowe is head of the local Lowe Electric Co. Mr. Feagin formerly was commercial manager of WTOC, Savannah.

Mr. Feagin announced the following staff selections: Earl J. Pudney, from WAGA, Atlanta, program director; Dave Bain, from the old WRTD, Richmond, chief engineer; Charles Pittman, Macon, office manager; Alfred Lowe, Warren Bateman and Carl Williams, all of Macon, salesmen; Lawrence Walker, from WLVA, Lynchburg, Va., assistant chief engineer; R. V. Pearson, of Tampa, engineer. The station is licensed to Middle Georgia Broadcasting Co., in which 25% stock each is held by E. D. McKenzie, Mrs. Martha Faulk Lowe and E. M. Lowe. Mr. Black and Mr. McKenzie are also owners of Central Cotton Oil Co., of Macon.

Education Group Calls Conference

Radio Problems on Agenda of Meeting in Iowa City

TO DISCUSS problems common to the radio industry and education, commercial broadcasting and educational representatives will participate Oct. 17-19 in the first annual Conference on Problems in Applied Radio, to be held in Iowa City under auspices of Iowa U. A highlight of the three-day conference will be formal dedication of the university's new WSUI studios. WSUI operates with 5,000 watts day and 1,000 night as a fulltime non-commerical outlet.

Dr. James Rowland Angell, NBC educational counselor, will open the conference with an address on "The Place of Radio in a Democracy". The agenda also includes round-table discussions, demonstrations and experimental broadcasts on WSUI. Earle McGill, CBS casting director and frequent producer of *American School of the Air* and *Columbia Workshop* programs, is to conduct a demonstration broadcast illustrating production technique.

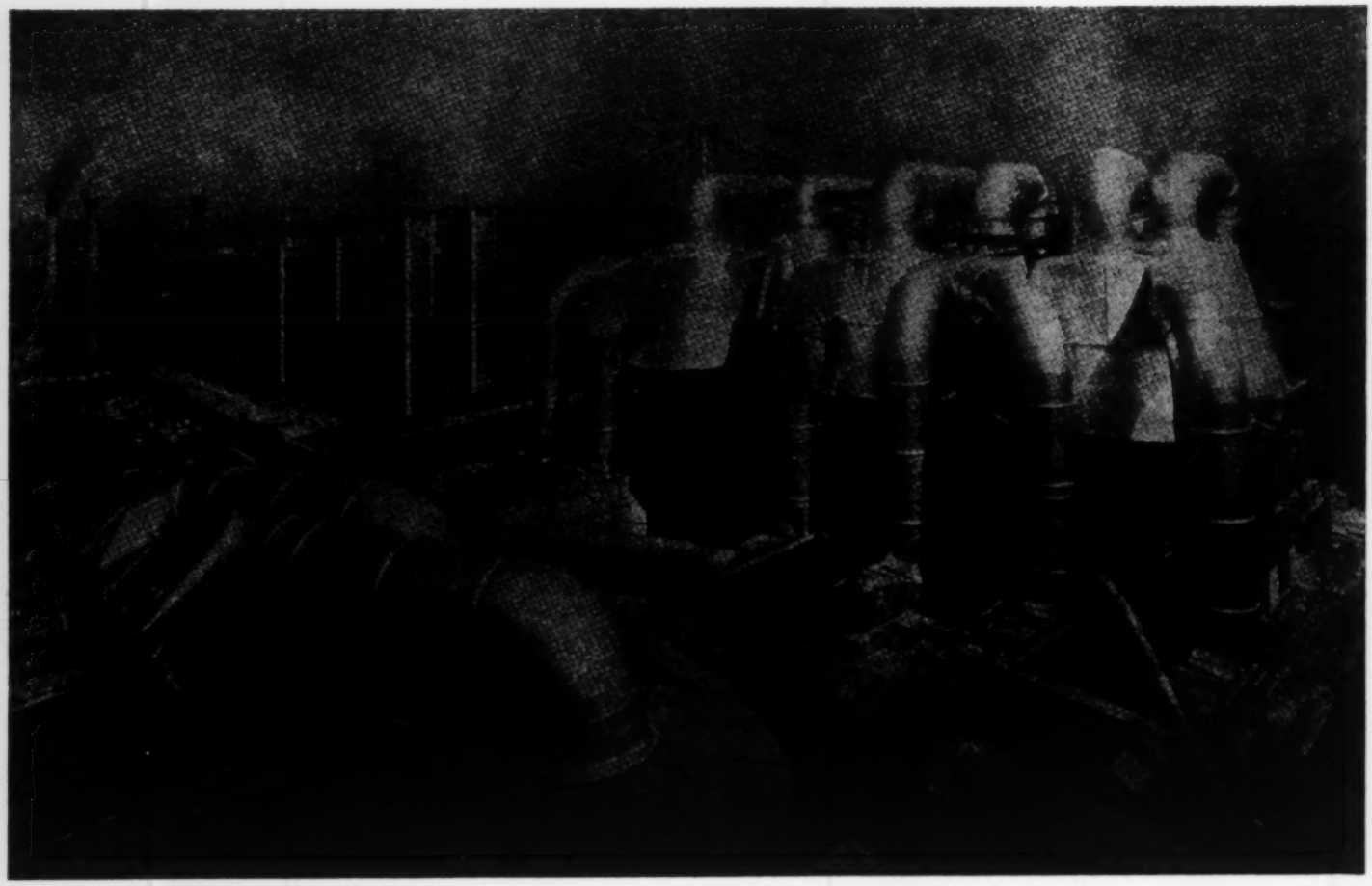
Special Topics

Other highlights of the conference include discussions of agricultural broadcasts, led by Ed Mason, farm program director of WLW, Cincinnati; a panel on research in radio, conducted by Prof. H. B. Summers, of Kansas State College; a section on news and special events broadcasting, jointly led by J. Oren Weaver, CBS director of public affairs; Jack Shelley, WHO, Des Moines, and Douglas Grant, WMT, Cedar Rapids. Other scheduled activities are a panel on the place of the educational director in radio, led by Lavinia Schwartz, CBS Midwest educational director; Judith Waller, NBC Midwest educational director; Harriet Hester, of the educational staff of WLS, Chicago, and Harriet Edwards, KMOX, St. Louis; another on broadcasts for organizations and clubs, with Thomas D. Rishworth, KSTP, St. Paul, presiding. Luella Hoskins, of the Chicago Radio Council, will demonstrate utilization of typical educational broadcast material in the WSUI studios.

Also scheduled to make appearances at the conference are George C. Biggar, program director of WLW, speaking on "Twenty Years of Radio"; John J. Gillin Jr., general manager of WOW, Omaha, speaking on "Building the Radio Audience"; Agnes Samuelson, chairman of the department of education of the General Federation of Women's Clubs and executive secretary of the Iowa State Teachers' Assn. Dr. H. Clay Harshbarger is director of the conference.

Ken Carpenter Heads AFRA

KENNETH CARPENTER has been elected president of the Los Angeles chapter of American Federation Radio Artists. At the Sept. 25 election members also approved an amendment to by-laws requiring that candidates for offices in the future must have served as members of the executive board. Successful candidates for the executive board were Carpenter, Theodore Bliss, Georgia Fifield, Thomas Freebairn-Smith, Lucile LaPoint, Knox Manning, Fred McKaye, Elizabeth Wilbur, J. Donald Wilson, Lee Sweetland and Arthur Gilmore. Recording secretary is Elizabeth Wilbur, and Bliss is treasurer-elect.



The meaning of "RADIO HEADQUARTERS"

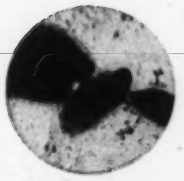
THE activities of the RCA Victor organization are not confined to the manufacture and sale of radio receivers, but are diversified in every branch of the radio broadcasting and radio entertainment field. Aside from the fact that more millions of listeners are today enjoying their radio programs and their phonograph selections through the medium of equipment bearing the famous RCA seal and the familiar Victor trademark than through any other medium, the RCA Victor organization has developed and has furnished the nation with the finest in Broadcast Transmitters, Power Radiotrons, and associated equipment to originate the programs which create and sustain "listener interest."

Add to this the fact that the world's greatest library of recorded selections has been compiled and is being maintained by this same organization, both for broadcasting and for home entertainment purposes,—that this same organization has produced recording equipment for the home, is equipping the nation's schools, hotels, apartments, hospitals, and other institutions with Centralized Radio Systems, and is cautiously leading the way to practical Television minus ballyhoo in the best equipped radio research laboratory and with the best engineering talent available,—and you will begin to grasp an idea of the magnitude of the industry which is concentrated at

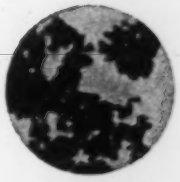
RCA Victor Company, *Inc.*

ENGINEERING PRODUCTS DIVISION

Camden, N. J.



Bacillus S. paratyphi, magnified 12,000 diameters



Lacquer pigments, magnified 27,000 diameters

FROM RCA LABORATORIES COME

Radio Eyes FOR MICROBE HUNTERS

Anthony van Leuwenhoek of Amsterdam was the first to peer into the universe of the infinitesimal. With his crude microscope, he discovered in 1683 the "small beasties" which Pasteur and Koch and Theobald Smith later branded the most dangerous enemies of man—the germs of disease.

BUT there are micro-organisms too small for optical microscopes to detect. These instruments operate by visible light, which cannot resolve objects much smaller than the wavelength of the light. Bacteriologists have been able to see only the larger microbes. They have been able only to hope that somewhere, somehow, an instrument would be found that would magnify not 1,500, but 20,000... 50,000... 100,000 diameters!

Scientists in RCA Laboratories have engineered such a microscope. They studied the electrons active in radio and television, whose length was but a tiny fraction of that of a light wave. Research proved these electrons could be used as "seeing" rays. Focused by powerful magnets upon photographic film, they would reveal what had hitherto been invisible.

Research is Radio's Road to Progress

RCA's contribution to the development of the electron microscope is the result of a far-seeing policy laid down by the founders of the company in 1919: *that fundamental research must be the keystone of every activity of RCA.*

RCA research has made broadcasting better. It has made receiving sets better. It has perfected a magic voice for the motion picture. It has pioneered in television. It has developed facsimile transmission of pictures and printed matter. It has made substantial contributions to industrial progress in fields outside of radio... From *continuing* RCA research will come still more progress ... still greater services to America and to the world.

With the RCA electron microscope, bacteriologists may study hitherto invisible filterable viruses... may discover causes of baffling ailments.

RADIO CORPORATION OF AMERICA

RADIO CITY, NEW YORK

RCA Manufacturing Co., Inc. — RCA Laboratories

Radiomarine Corporation of America — R. C. A. Communications, Inc.

National Broadcasting Company — RCA Institutes, Inc.

Complete Merchandising Service Inaugurated by KSTP to Assist Radio Advertisers and Agencies

Northwest's Leading Radio Station Develops New Department to Give Broadcasters Essential Sales Promotion Facilities

With the inauguration of a complete Merchandising Service for the advertiser, KSTP, St. Paul-Minneapolis, has again set the pace in the development of radio station facilities and announcement of the organization of the new department has been received with approbation by agencies and advertisers generally.

The new KSTP service provides a long-sought means of conducting sales campaigns which require special field work in the local market and the correlation of broadcasting with all other forms of advertising and merchandising activities.

"Just what we have wanted for a long time," said representatives of a leading national advertiser.

"KSTP will be doing a big job for the advertiser in making radio tie in the various elements of a selling campaign so that it will be fully effective."

The KSTP Merchandising Service department is operated by men and women experienced in sales promotion and advertising and the service may be used in its entirety or in part as may be required by the advertiser. It includes market research, field surveys, contacts with distributors and dealers, promotional work with local sales representatives, placement of window and other displays, distribution of direct mail pieces and flyers, supplemental advertising and sales help to dealers and all other essentials of an efficient merchandising service.

This new facility provided by KSTP makes it possible for advertisers to capitalize fully on their sales promotion campaigns in the great Twin Cities market. It fills the gap and delivers the final punch that makes for success in terms of sales because it can be used to merchandise not only the radio advertising campaign, but also the products or services to be advertised through KSTP, even before the first broadcast.

Through KSTP the sales message goes to the largest radio audience, double that of any other station serving this market, the most responsive audience held by the heaviest schedule of the most popular national (Red and Blue NBC and spot) regional and local entertainment and service features. The KSTP Merchandising Service augments this capacity for continued leadership by enabling the advertiser to produce maximum results by correlating all sales promotional activities.

10,000 WATTS
100% MODULATION
FULL TIME

KSTP

SAINT PAUL AND MINNEAPOLIS

NORTHWEST'S LEADING RADIO STATION

Page 3

October 15, 1931 • BROADCASTING

that was one more KSTP FIRST in 1931

. . . here is one more KSTP *FIRST* for 1941

. . . THIS ONE IS

*Planalyzed Promotion**

This Exclusive KSTP Service Adds to the Long List of "Firsts" Which Makes KSTP the Dominant Station in This Rich Market — One of America's "Big Ten"!

KSTP is First in Listener Preference — with authentic surveys proving its loyal audience.

KSTP is First in Value — with most listeners per dollar.

KSTP is First in Programs — with all the big NBC Basic Red Network shows plus top local programming.

KSTP is First in News — with a five-man staff to reprocess the more than 70,000 words of news which pour into KSTP's news bureau each day.

KSTP is First in Talent Facilities — with a top-flight array of performers to meet every program requirement.

KSTP is First in Showmanship — with the unusual ability to create and produce top features.

KSTP is First in the Nation delivering a 150,000 Watt equivalent to its great market — with its unique directive array antenna intensifying — directing — and concentrating KSTP's 50,000 Watts to triple their impact to Minneapolis and the West.

*Planalyzed Promotion — First the careful analysis of your sales problems in the KSTP market — then, the tailor-made plan. Ask about it!

KSTP 50,000 WATTS CLEAR CHANNEL

NBC BASIC RED NETWORK • MINNEAPOLIS • ST. PAUL

Reproduced from October 15, 1931 BROADCASTING

CREAM *of the* NEW ENGLAND COVERAGE

Every other home in the New England States owns a radio —according to the United States Census Bureau. This figure is as of April 1, 1930. In the eighteen months that have elapsed since that date, the proportion of radio-owning families has substantially increased.

This rich, responsive market has proven a profitable territory to local and national advertisers. This is evident by the exceptionally large number of WCSH advertisers on renewed contracts.

Southern Maine and Eastern New Hampshire are among the richest concentrated population areas in all New England. They are the areas dominated by _ _ _

WCSH *Portland, Maine*

Affiliated with the NBC Basic Red Network

1000 Watts .. .. Full Time .. .. 940 Kilocycles

Owned and Operated by the CONGRESS SQUARE HOTEL CO.

IT'S STILL CREAM!

TODAY—NINE YEARS LATER

91 percent of the homes in our service area are now radio homes.

In southern Maine and eastern New Hampshire are over a half million thrifty Americans who spend their money wisely. They know values. But they provide well for their families. Many own their homes, the majority own automobiles and they trade them often. They use electrical home devices and automatic fuel burners. They also buy cereals—cosmetics—cigarettes. They are better than average prospects for your goods.

And they are in the principal area served by WCSH.

WCSH advertisers have been loyal. Many of them have renewed contracts year after year.

And WCSH has kept pace with better broadcasting. Our studios are as modern as you'll find. Our equipment is the best. Our new antenna system is designed to give us maximum coverage on our increased power—five kilowatts day and night.

WCSH listeners are consistent because they like the nation's preferred radio entertainment from the NBC-Red Network, augmented by up-to-the-minute news service and other regional and local features; not overlooking the promotional endeavors that WCSH supplies in cooperation with state and local agencies for educational, spiritual and civic progress.

WCSH

PORTLAND, MAINE

Affiliated with the NBC-Red Network, the Yankee Network
and the Maine Radio News Service

REPRESENTED BY WEED AND COMPANY

5000 Watts • Full Time • 940 Kilocycles

A NEW volume of coverage statistics for the regional and national networks of Canadian Broadcasting Corp. has just been published for distribution to the trade. Based on intensive surveys and analyses over a two-year period, the book presents day and night coverage maps, with corresponding market data, for the CBC regional and national networks as well as CBL and CBF, the CBC's 50,000-watt stations in Toronto and Montreal.

Field strength data were supplied by the CBC Engineering Division and almost a million letters from listeners were analyzed. Census and market data are printed with the colored coverage maps. The brochure is ring bound, with ornamental cover and heavy transparent plastic wrapper.

* * *

Splurge for Sponsors

OFFERING listeners a complete weekly schedule of programs on WFAA-WBAP and KGKO, Dallas-Fort Worth, a full-page ad every Sunday in the *Dallas Morning News* provides an opportunity to publicize the sponsors. Programs for the coming week occupy the upper and lower portions of the page, with the name of the sponsoring product beside its show. An eight-column by eight-inch spread across the middle of the page is made up in newspaper style with cuts and promotion material plugging various programs. An average of two double and two single-column cuts and approximately 1,200 words of copy are used in the space each week. Several hundred proofs of the ad on book paper are mailed weekly to advertisers and agencies for promotion use.

Merchandising & Promotion

Canada Data—Time Trouble—Jay's Bucks—Letters to Bury—Paper's Tieup—Trio in Georgia

Peoria Games

CALLING attention to its broadcasts of Illinois U and Bradley College football games, WMBD, Peoria, Ill., ran a three-column advertisement in the *Peoria Journal-Transcript* listing the seven games on the broadcast schedule, along with the four sponsors. The schedule includes all the Illinois home games as well as the leading Bradley contests, with Hank Fisher handling the play-by-play description. Sponsors of the grid broadcasts are Peoria Water Works Co., Jarvis Downtown Chevrolet Co., Farmer's Auto Insurance Assn. of Pekin, Pekin Park District.

* * *

Back to Normal

SPECIALLY edited, the weekly day and night schedule for October of WWL, New Orleans, does an extra job in giving a complete list of time changes and return of programs after the summer layoff. In addition to the regularly published monthly program folder, WWL purchased newspaper space to list the complete schedule.

* * *

Patriotic

WBNS, Columbus, early in August offered listeners flag stickers bearing the words "One Flag, One Country". After short announcements on five successive days 6,958 requests were received.

National Brands

AMID intense promotional activity, WLW, Cincinnati, ushered in Nationally Advertised Brands Week, observed Oct. 4-14 by druggists throughout the country. A special edition of *Buy Way*, station newspaper reaching more than 10,000 retailers and wholesalers, was devoted entirely to the week, calling special attention to drug items advertised on the station. For use as window posters, reprints of the front page, along with an announcement banner, were distributed to druggists in the WLW area. Display windows at the WLW studios in the Crosley Bldg. at the New York World's Fair also were given over to promotion of the week, along with windows at the Cincinnati studios. The station on Oct. 7 carried a special broadcast dedicated to the trade event. Promotion also extended to special announcements on regular programs and banners at all WLW remote pickup spots.

* * *

Yellow Cab Jingles

YELLOW CAB Co., sponsoring Norman Jay, "Who Has Plenty To Say," on WCAU, Philadelphia, adds a jingle contest to the air columnist's weekly stanza in changing the program time to 6:15 p.m. on Saturdays. Listeners are invited to send in four-line jingles incorporating taxicab riding and the program in the poetry. The ten best jingles each week are awarded Yellow Cab Coupon Books worth $2 in taxi fares. Display cards are planted in all cabs heralding the contest as well as display ads in all the Philadelphia newspapers. Aaron & Brown agency, Philadelphia, handles the account.

* * *

Bucks for Flubs

WTMJ, Milwaukee, is beneficiary of a number of unexpected publicity puffs in a new *Milwaukee Journal* feature, brainchild of Edgar Thompson, radio editor, titled *Broadcast Boners*. Thompson pays $5 for the first submission of a radio "boner" selected for use in this feature. The verbal slip-up is then cartooned and published in the screen and radio section of the *Journal*.

SPONSOR'S ware, Breakfast Cheer coffee, is promoted on the street as well as on the air through this new mobile recording unit of KDKA, Pittsburgh. For the new *Hear Yourself* program, sponsored by Campbell & Woods Co., Philadelphia, KDKA every Wednesday and Friday rolls the sign-laden truck up to a local grocery store. Bill Hinds, KDKA announcer, treads through the store with a microphone extension interviewing customers, giving each interviewee a pound of Breakfast Cheer coffee. Wednesday interviews are broadcast Fridays and Friday interviews the following Wednesday. Dollar prizes are given for questions used in the interviews.

* * *

Nursery Tune

TYING in with its thrice-weekly *Meet the Ladies* program on WHK, Cleveland, the local West End Laundry has equipped its trucks with musical horns which play the tune of the old nursery rhyme, "This Is the Way We Wash Our Clothes", theme song of the program. The company also is installing one of the horns on the coupe driven by Wayne West, m.c. of the program.

* * *

Letters to Bury

THERE'S absolutely no need of the "N. C." in references to WBT, Charlotte, N. C., says Bill Carley in sending to the trade two wooden initials, N and C, with request that they be buried at sea or consigned to razor-blade receptacles. Since Charlotte has over 100,000 population and since WBT has 50,000 watts, the alphabetical tag long has annoyed Manager A. E. Joscelyn.

* * *

Favorite Players

MORE THAN 250,000 votes were cast in the recent contest for the Baseball Popularity Award conducted Sept. 3-20 by Falstaff Brewing Corp. on its sports broadcasts on KWK, St. Louis. Listeners were invited to drop in at Falstaff taverns and vote for a favorite Cardinal and a favorite Browns player.

Reproduced from November 1, 1931 BROADCASTING

"Voice of the Alleghenies"

WFBG

ALTOONA, PA.

Near the Famous Horse Shoe Curve

COVERS CENTRAL PENNSYLVANIA with population area of 300,000.

IN THE HEART of rich farming, railroad and mining section.

LOCAL STATION that gives only reliable service available in a forty mile radius.

Equipped with 33 1/3 and 78 r.p.m. turntables.

Still First and Always

in the Altoona Trading Area

WFBG

ALTOONA, PA.

- NBC RED
- 250 WATTS
- FULL-TIME OPERATION
- RAILROAD SHOPS ON FULL - TIME SCHEDULE

WFBG provides the **only** full coverage of the Altoona trading area.

Representatives

HEADLEY - REED COMPANY

Reproduced from November 1, 1931 BROADCASTING

The only chain affiliated station in Washington taking electrical transcriptions.

SPOT YOUR SPOT BROADCASTING OVER

WMAL

Washington, D. C.

500 Watts • 630 K. C.

The station that completely covers that area of the United States that rates 4th in radio population percentage (U. S. Census).

. . . and now

WMAL

the third oldest radio station in an area serving over a million people, has been granted a permit for 5,000 watts and shortly after Jan. 1, 1941, will use this increased power to put over a better sales job for local, national spot and network advertisers.

to put it over . . . put it on

WMAL

BLUE OUTLET OF THE *NATIONAL BROADCASTING CO.*

Washington, D. C.

Lew and Betsy

YOUNG LISTENERS of MBS and readers of the *Chicago Tribune* have a chance to win $10,000 in cash prizes in competition to select the most typical Lew Loyal and Betsy True, leading characters in the weekly half-hour Friday feature, *Lew Loyal*, 7-7:30 p.m. (CST) which started Oct. 11 on the network. The show, produced by Blair Walliser, is a story of subversive intrigue and foreign spies and originates at WGN, Chicago.

In the serial Lew Loyal is a typical American boy, 14, who aids his Uncle Mack, a Federal agent, in tracking down fifth-column plots.

The *Chicago Sunday Tribune* is running weekly coupons which must be filled in by prospective Lew Loyals and Betsy Trues and mailed together with a photograph to the Chicago station. Each week $500 will be given to winners—ten boys and ten girls, receiving $25 prizes. The *Tribune's* rotogravure section will carry pictures of the weekly winners. Likewise, boys and girls are invited to join the "Lew Loyal Patriots of America" and receive free a red, white and blue membership card and badge.

Jack Bevins, Chicago juvenile, has been cast as Lew Loyal, and Patti Willis as Betsy True. Bret Morrison is heard as Uncle Mack.

* * *

Southern Triumvirate

THE Georgia Trio is sending to agency and advertiser executives a two-part promotion piece. In an envelope labeled "the problem" are the pieces of a jig-saw puzzle, which when assembled show three figures, hand in hand and labeled Atlanta, Savannah and Macon, beneath the question: "How to cover Georgia?" Second envelope, "the solution", contains a folder including a description of the Georgia Trio (WGST, WTOC and WMAZ), coverage map, market data and rates. Piece was prepared by The Katz Agency, representative of the group.

BROCHURES

NBC—Four-page folder promoting *Isabel Manning Hewson*, sustaining program on NBC-Red.

KSFO, San Francisco—Four-page folder, die-cut to resemble a shirt, with department store success story.

CBS—"The lost word . . ." explaining the reduced cost of reaching listeners.

WORLD Broadcasting System—Broadside on "listen-ability" of World transcriptions.

KVOO, Tulsa—Summary of promotion activities.

WLS, Chicago—Four-page file-size brochure, "They Saluted Us", depicting success of remote broadcasts from McLean County, Ill.

WDRC, Hartford, Conn. — Die-cut coverage brochure, "Pick an ace for your test campaign".

WBAL, Baltimore—File-size 13-page brochure titled *Pertinent Facts About WBAL*, emphasizing service to clients.

MACQUARIE NETWORK, Sydney, Australia—45-page catalog with individual and group station rates, etc.; 117-page book of photographs and stories on 100 announcers and artists of member stations.

FOOD SHOW RECORD
WOW Promotes Exposition and 40,000 Attend

FEATURING three network shows brought to Omaha by WOW, the Omaha Food Show early in October broke all attendance records of the last 35 years, with 40,000 persons watching Food Show entertainers during the week. At the closing session Oct. 5, appearance by the entire cast of the Alka-Seltzer *National Barn Dance* and the Ivory Soap *Truth or Consequences* show, both broadcasting from the Food Show stage, drew 6,000 paid admissions and more than 2,500 others were turned away.

Food Show Week opened Sept. 30 with appearances by the Avalon Cigarettes *Show Boat* cast. The *Barn Dance* cast, headed by Walter Wade, president of Wade Adv. Agency, and accompanied by Jack Farnell, Herb Moss, and Storrs Haynes, of Compton Adv., spent the week in Omaha, presenting stage performances four nights, climaxing with two network shows Oct. 5. WOW arranged for the appearances and handled promotion for the Food Show.

* * *

Diamond Doggerel

AL BLAND, pilot of the *Morn Patrol* of WCKY, Cincinnati, is printing in book form a collection of his daily "baseball pomes", supposedly written by Mose, blackface character done by Bland on the program. The verses record the day-to-day history of the Cincinnati Reds during the 1940 baseball season, including their World Series games. Books are offered by Bland at 35c. More than 2,000 orders have been sent in by listeners in advance of printing. It is planned to print about 5,000 copies.

* * *

Alaska's Color

TO MORE thoroughly acquaint advertisers and others in Alaska as a major market, KFAR, Fairbanks, has released through its Seattle office a 30-minute, 16-mm. color movie. The film includes shots of industrial activity, aviation, summer and winter sports, city and rural life and the part KFAR is playing in Alaska's development. The closing reel of the promotional picture is devoted to KFAR studio programs, special events broadcasts, news gathering facilities and transmitter scenes.

* * *

Armour's Treat

ARMOUR & Co., Chicago, is sponsoring a contest for stations and listeners on 54 stations throughout the country carrying its *Your Treat*, thrice-weekly transcribed program. Prizes to stations will include three bronze plaques suitably engraved and ten certificates of honorable mention. Awards will be based on what the judges consider the most effective, thorough and intelligent merchandising job in behalf of the program and the product it advertises, Spam. Station size is taken into consideration so that all have an equal opportunity.

* * *

Cash for Letters

TO STIMULATE interest in the program *Where Are You From?* on WOR, Newark, and in Mission V. V. Vitawater, which it advertises, the Vitamin Beverage Co., New York, will give away five money prizes on each program for best letters. Maxon Inc., New York, handles the account.

When you think of

NEW ORLEANS

you think of:

The OLD FRENCH MARKET

and

WWL
NEW ORLEANS

50,000 WATTS

The greatest selling POWER in the South's greatest city

CBS AFFILIATE . . . NATIONAL REPRESENTATIVE . . . THE KATZ AGENCY, INC.

Purely PROGRAMS

OUTSTANDING West Coast football player of the previous week is awarded a statuette during the weekly half-hour *Football Show* recently started on NBC-Pacific Blue network. Dick Hyland, *Los Angeles Times* football writer, makes predictions for the week. In addition he reads telegrams from sports editors of college newspapers on last-minute condition of teams to play the following day. Ken Carpenter is m.c. and announcer, with Ned Tollinger, producer.

Mutual-Don Lee network has started a weekly half-hour audience participation quiz program, *Football Follies*, which originates from Filmarte Theatre, Hollywood. Participants are picked at random, and during the broadcast play a game of football, scoring yardage with cash prizes awarded for correct answers. In addition, each winning team gets an extra prize. Art Baker is m.c., with Dave Rose's orchestra and Betty Jane Rhodes, singer, supplying musical salutes to teams and colleges. Jimmy Burton announces, with J. C. Lewis producing under supervision of Van C. Newkirk, program director of Don Lee network, Los Angeles.

* * *

Pre-Radio Days

NEW five-minute show, *Flashback*, on WGAR, Cleveland, is sponsored thrice-weekly by the local Central National Bank. The program is straight narration, whisking listeners back in history to epochal events and showing how they might have been described if radio had been around. Script is written by Robert Lee, with narration by Bill Forman. Another WGAR feature, a football prediction show conducted by Bob Kelley, is sponsored by Fleetwing Gasoline. Kelley goes on the air twice weekly, Thursdays, when he airs predictions of weekend football results, and Saturday with the actual results. Predictions are made by a board of experts composed of the coaches at local colleges—Case, Western Reserve, Baldwin-Wallace and John Carroll—and the coach of the professional Cleveland Rams.

* * *

Music and Life

MUSIC PROGRAMS scheduled in the CBS educational series, *American School of the Air*, which started its 12th consecutive year Oct. 7, include *Wellsprings of Music*, series in two parts to be broadcast alternate Tuesdays and designed to show children the relation between music and life. One part dealing with American folk music, in charge of Alan Lomax, of the Library of Congress, shows music in its connection with basic human needs and ideas; the other consists of a symphonic repertoire of interest to children. Commentator is Philip James, NYU music director.

* * *

Famous Likes

FAMOUS personalities tell their musical preferences on *I Know What I Like*, weekly half-hour program on WQXR, New York. Sam Jaffe, noted actor, as guest on the first broadcast Oct. 15, will discuss his "pet peeves" in music and illustrate his points with recordings.

* * *

After the Game

IN A NEW sports show on KSAN, San Francisco, *Today's Football Tonight*, Frank Arthur attends one of the games in the local prep series. He makes notes of play-by-play sequences and at 7:10 p.m. goes on the air with a recreation.

Songs to Come

A PRE-VIEW of "song hits of the week after next" is afforded by *Music Publishers' Workshop*, recently started by WOV, New York, as a Friday evening half-hour feature. All music publishing houses have been invited by the station to submit their newest numbers for inclusion in the program, which features dramatizations of the "story behind the song" variety as well as the new tunes, sung by girl vocalists. A folio of the songs used on the broadcast, each autographed by its composer, is being offered for the best letter on the program received from a listener each week.

* * *

Cadet Letters

SIMULATED epistles from a flying cadet to his mother are read on the new Sunday afternoon quarter-hour, *Letters From a Hicks Field Flying Cadet*, which started Oct. 6 on WBAP, Fort Worth. The letters, read by Announcer Bill Arms, supposedly are from a young Hicks Field cadet to his mother, recounting his experiences from the time he enters training until he completes his solo flying requirements. Maj. B. S. Graham, director of the field, assists on the program by answering questions concerning enlistment in the U. S. Army Air Corps.

* * *

From Federal Files

J. E. THORNTON, special agent in charge of the Southern District of Illinois for the Federal Bureau of Investigation, recently started a series of weekly talks on WMBD, Peoria. Programs are designed to give listeners actual cases from the files of the FBI.

* * *

Fairy Tales Dramatized

WFIL, Philadelphia, on Oct. 13 began a weekly series of programs dramatizing fairy tales. The readings are by Sylvia James, who records the children's stories for RCA Victor.

News Code

TEN Commandments for news commentators are: 1, Be sure of your facts; 2, be sure of your timing; 3, be sure of your pronunciation; 4, be sure of your opinion; 5, be sure of your background; 6, be sure of your quotation; 7, be sure of your English; 8, be sure of your history; 9, be sure of your sources; 10, be sure of yourself. List was compiled by H. V. Kaltenborn, dean of NBC commentators, at the request of his son Rolf, who is giving a course in radio at the New School for Social Research, New York.

Minnesota's Past

A SERIES of 13 dramatic adaptations of novels by well-known Minnesota writers, *Once in Minnesota*, started Oct. 6 on WCCO, Minneapolis. Heard Sundays, 7-7:30 p. m., the programs are broadcast on behalf of the Children's Memorial Library under auspices of the Minnesota Congress of Parents & Teachers and the Minnesota State Library Assn., with cooperation of National Youth Administration. Stories include such best-sellers as "Wild Geese" by Martha Ostenso, "Giants in the Earth" by O. E. Rolvaag, "Early Candlelight" by Maud Lovelace and nine others.

* * *

Between Games

WEEKLY quarter-hour of criticisms of last week's gridiron performances and predictions concerning next Saturday's contests is *Arm Chair Coaches Club*, Thursday evening feature of WEVD, New York. Gib Supple, radio traffic manager of Erwin, Wasey & Co., and Bud Faulder of the agency's export division, write and broadcast the programs.

WHEN the W. T. Grant chain department store opened a new Cleveland branch Sept. 30, it went on WHK with a daily program titled *Presidential Poll* remoted from a platform on the main floor. Programs consist of interviews with shoppers in which they are quizzed on the Presidential choices. Roger Brown (holding script at left), conducts the program with the assistance of Don Hyde (holding mike). Each person interviewed is presented with an American flag and a button indicating his choice for President. Votes are tabulated on a small blackboard and results announced at the end of the program, with weekly totals announced Friday nights. Hubbell Adv. Agency, Cleveland, handles the account.

NBC Covers Army

TO GIVE the folks back home on-the-scene accounts of the life of the defense army, to let them hear the boys in uniform themselves and to show what army training means, NBC's mobile unit, with studios, power plant and transmitters all mounted on a traveling car, will start a tour of the country's 13 training camps early in November, shortly after the first civilians are called to service under the Conscription Act. The unit will cross the country in the North to the Pacific Coast and return East through the South. Two announcers, George Hicks and Bob Stanton, have been assigned for that trip, along with engineers Don Whittemore and John Larson.

* * *

Weather

DOVETAILED with school work, a new morning weather show has started on KSTP, St. Paul, through a tie-up with the *Minneapolis Star-Journal*. The show, in addition to regular weather forecasts, incorporates also odd facts about the weather, news stories on atmospheric conditions, freak weather and the like. Later in the season the program will point out areas in Minnesota where snow is available for skiing and ice for skating. The show is designed to fit in with the work of science classes in the schools and provides students with material for notebooks on weather studies. In emergencies, the program will be used to bulletin news of school closings because of bad weather.

* * *

Arizona Salutes

SEVEN salute broadcasts, one for each of the other six stations of the Arizona Broadcasting Co. network and a finale for the entire network, are being originated Sunday evenings as a full network feature on KTAR, Phoenix. The half-hour salute, featuring J. Howard Pyle as m.c., includes a historical sketch of each honored city, written by Jimmy Creasman; the KTAR Choral Symphony, directed by Paul Giroux; Lloyd Blair's studio ensemble. The network includes, besides KTAR, KVOA, Tucson; KYUM, Yuma; KGLU, Safford; KWJB, Globe; KYCA, Prescott; KCRJ, Jerome.

* * *

Bonus for Parenthood

GORDON HITTENMARK'S *Stork Club*, new feature of WRC, Washington, offers a bonus for parenthood. Any child born during the hours when Gordon Hittenmark is on the air, 6-9 each weekday morning, receives a gold band baby ring, the gift of A. Kahn, Washington jeweler. The mother is sent a bouquet of flowers by John S. Jacobsen, local florist. Mr. Hittenmark is arranging a suitable present for papa, too. The gifts are delivered by arrangements with Western Union.

* * *

Dollars to Donuts

AN UNUSUAL twist to radio quiz shows, *Dollars to Donuts*, made its debut over WIP, Philadelphia, Oct. 10. Prior to each broadcast four contestants are selected, each being given five $1 bills. Fred Wood, chief question-asker, makes a dollar-to-doughnut wager with each contestant for each question asked. Should the query be answered incorrectly, Wood takes back one of the dollars and the listener gets a freshly baked doughnut.

Musical Cruisers

RADIO CRUISERS in various towns and cities in the coverage area of CFRB, Toronto, and CFCO, Chatham, Ont., are used in a new musical quiz program sponsored by Mother Parker's Tea Co., Toronto. During the half-hour program stories and songs are aired and listeners guess titles of songs in this "add-a-line" program. Twenty silver dollar prizes are awarded to listeners sending in correct songs, with $5 awarded if answer is accompanied by tea label. Radio cruisers are sent during program to addresses picked at random from telephone directories of towns and cities in coverage area, addresses being announced during program. Listeners having correct answers when radio cruiser calls on them are awarded $5, and if in possession of tea label, $25.

* * *

Safety Scouts

KERWIN FOOD PRODUCTS Co., Los Angeles (chicken pies), new to radio and placing direct, in a four-week test campaign ending Oct. 26 is sponsoring on KECA, that city, a weekly quarter-hour mid-morning quiz program designed to interest children in safety and sportsmanship. Titled *Uncle Dan's Safety Scout Quiz*, the program, conducted by Dwight Halstead, emphasizes safety questions. Weekly five juvenile contestants from city and county schools participate. All are presented with either cash prizes or merchandise. To merchandise the series, a city-wide Safety Scout Club is being organized. Series is sanctioned by the Los Angeles Police Department and California Department of Motor Vehicles.

* * *

Real Background

IMAGINARY army air cadets in the radio serial *Johnny, Get Your Wings* heard thrice-weekly on WMCA, New York, Dick Abert and Albert Aley, co-stars, have taken steps to become true cadets and get their first airplane ride. They have applied for admission to the Army Air School to get some real-life experience to make their roles on the air more convincing. The program is under the auspices of the U. S. Army and intended to promote public interest in aviation careers.

* * *

Defense Dramas

BY A SERIES of impressionistic pictures rather than a connected story, problems of national defense are dramatized by WNYC, New York's municipal station, in a series of weekly half-hour programs called *American Parade*. The technique is to present spot scenes of American history in each program with a break between each scene.

* * *

Trade Slants

NEWS program with a different slant is *Across the Desk—A Businessman Looks at the News*, heard thrice weekly on WING, Dayton, O. The feature presents only the sort of news interesting to the average businessman—taking the emphasis off war headlines. Sponsor is Archie Sherer Furniture Co.

* * *

State's Authors

CHATS about New York State started on WINS, New York, Sept. 30 in a weekly series entitled *Know Your State*. The feature of the quarter-hour series is the presentation of distinguished authors, poets and other writers.

Figures in Music

TO PROMOTE sales in its corset department, Wise-Smith's Dept. Store has purchased a popular music series on WDRC, Hartford. Program is heard at 9:45 a.m. thrice weekly and is titled *Figures in Music*. It is proving effective, reports the station.

Little Red Schoolhouse

W. D. BUCKLEY Ltd., Toronto (proprietary), started on CKCL, Toronto, Oct. 3, a quiz show *The Little Red Schoolhouse* at a moving picture theatre during the regular evening performance. The program is conducted as an old-fashioned school room, with the "teacher" asking questions. Listeners send in questions to ask the "teacher" at the end of the program, with prizes if the "teacher" cannot answer then correctly. Account was placed by Richardson-Macdonald Adv. Service, Toronto.

Long, Long Ago

SUNDAY evening half-hour, *That Was the Year*, on WROK, Rockford, Ill., is built around a transcribed quarter-hour offering dramatic reviews of outstanding news headlines of former years. The feature has a local tie-in through a commentary on Rockford happenings by Frank Edmison, columnist of the *Rockford Register-Republic*, which with the *Morning Star* presents the show. An institutional commercial is carried through a brief talk by John Stafford, promotion manager of the newspapers, which run both stories and advertising on the feature. The transcribed portion of the program is released by Radio Transcription Co. of America, Hollywood.

* * *

Mother's Troubles

TO HELP mothers in child training, NBC-Blue on Oct. 14 started *The Adventures of a Modern Mother*. The weekly quarter-hour series of dramatizations re-enact situations which every mother meets in her daily life.

Student Authors

FOUR colleges in the Cleveland area have accepted the invitation of John F. Patt, manager of WGAR, to participate in a competition in which students will write, direct and produce original radio programs. The new series is to start Nov. 16, with each college given five consecutive weekly periods to broadcast their programs. No restrictions have been placed on type of program. Participating institutions include Western Reserve U, Penn College, John Carroll U and Baldwin-Wallace College.

* * *

Homes of Authors

LIVES AND WORKS of 31 famous American prose authors are featured in *American Pilgrimage*, weekly series which started on NBC-Blue Oct. 13. Ted Malone, NBC commentator, will tour the country to broadcast each Sunday for seven months from the home of a different author. Last year Mr. Malone made a pilgrimage to homes of 32 American poets, a tour of 12,000 miles.

BASIC CBS—NAT'L REPRESENTATIVES, PAUL H. RAYMER CO.

Books for Kids

QUARRIE Corp., Hollywood (encyclopedias and dictionaries), placing through Ernest Hix Agency, that city, has started a weekly quarter-hour *School Kids Kwiz* on KECA, Los Angeles. Contract is for 12 weeks. Conducted by James Samuel Lacy, principal of Dayton Heights Schools, Los Angeles, the quiz covers a variety of subjects. Participants are children from the fifth to eighth grades, who are chosen from various city schools by lot. Copyright program is endorsed by local principals and teachers who are cooperating by passing out application blanks to children who wish to participate. Weekly prizes include a 19-volume World Book encyclopedia and New Century dictionary.

* * *

Southern Hymns

COOPERATING with the Southern Training College of the Salvation Army, WSB, Atlanta, on Oct. 10 started the new *Hymns From the Fireside* series. With Maj. Sidney Cox, president of the college, as m.c., the program includes a 25-voice chorus and various instrumentalists, along with a brief inspirational message. The show is carried at 11 p.m.

* * *

Erin Origins

ERIC BODEN, staff producer at KYA, San Francisco, recently launched a program titled *Your Irish Name*. Each Saturday at 6 p. m. he traces the history of different Irish names submitted by listeners and tells about its origin. Boden spent two years with an Irish network in Dublin and likewise worked for the BBC in London.

Men of History

STORIES of the men of history who played prominent roles in developing Latin America are presented on the new *Pan-Americana* show on WSB, Atlanta. The dramatic half-hours each are individually compelte but form a panoramic series designed to heighten interest in Latin America. The WSB staff orchestra and George Hamrick at the Hammond organ provide musical backgrounds for the broadcasts.

* * *

Grocery Knowing

BROADCAST each Friday afternoon direct from the sponsoring Red Owl Super Market, *Know Your Groceries* is a new grocery quiz show on WDAY, Fargo, N. D. Shoppers are confronted by Bill Dean, m.c. of the program, with queries on cooking, groceries and homemaking. Baskets of groceries are awarded for correct answers, with coffee as a consolation prize.

* * *

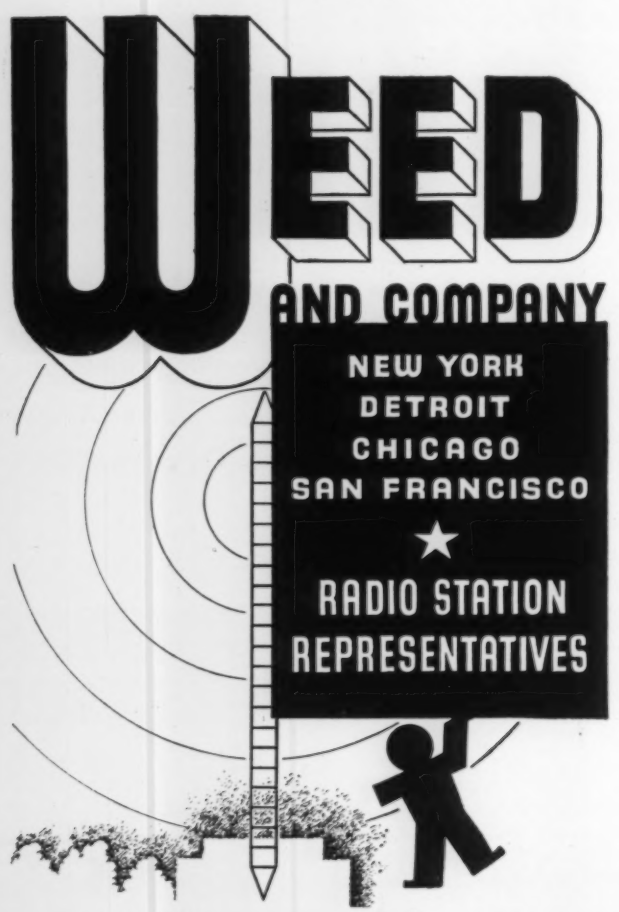
Budget Boosters

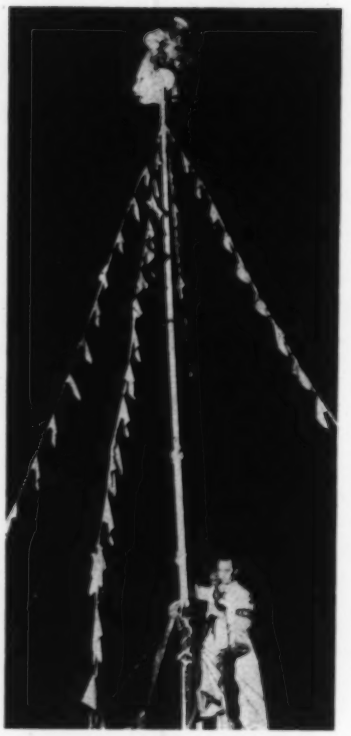
TO TELL WOMEN how to earn money on talents developed in the home, *Pin Money Party* started Sept. 30 as a Monday morning series on NBC-Red. In charge of the programs are Alma Kitchell and Helen Trimpe, who bring to the microphone women who have made money in business.

* * *

Phoney Tips

UNHELPFUL hints for housewives and many other wacky sequences are included in the *Saturday Morning Party*, recently started on KNX, Hollywood. Don Prindle and Ken Niles are joint m. c's.





THOUSANDS gaped as Henry Orbach, *Editor-of-the-Air* of KARK, Little Rock, interviewed "Shipwreck" Kelly, famed pole-sitter, atop a 60-foot mast. The broadcast was carried in connection with the opening of a new Kroger grocery store in Little Rock. Orbach ascended the pole in a boatswain's chair to chatter with Kelly for 15 minutes. Kelly was on his perch 72 hours before the store opening. KARK broadcast the number of a telephone installed atop the pole and from then on Kelly's line was swamped with calls.

* * *

Salute to the Boys

AS A RESULT of many reports that the station was being heard at Fort Dix, N. J., WBAB, Atlantic City, arranged for a series of programs, *A Salute To The 157th*, dedicated to all local men stationed at the Federal camp. Designed to create a closer contact between the boys at camp and the folks at home, the program contains up-to-the-minute information of what is going on locally, news of camp activities for the information of local listeners, and musical selections requested by the boys at camp.

* * *

Trade Talk

BUILDING audience interest by revealing behind-the-scenes radio, CJOR, Vancouver, B. C., has started a new quiz program in which staff members act as "experts" and are quizzed on the work of departments other than their own. Don Laws, commercial manager, Wallie Peters, musical director, and Jim Gilmore, operator, sit as "experts", answering questions fired by Dorwin Baird.

* * *

Medical Hour

DESIGNED to advise young people considering medicine as a profession and to keep the general public posted on developments in the field, WRVA, Richmond, has started a new public service program, *The Medical College Presents.*

SPONSORS COOPERATE
As WIS Breaks Into Programs With Vote Results

TORN between network commitments and public service in carrying Democratic primary election returns, WIS, Columbia, S. C., recently combined statistics with entertainment to the satisfaction of both sponsors and listeners. Through a tie-up with the *Columbia State*, the station and newspaper had arranged for joint coverage of both the regular and run-off Democratic primaries in South Carolina. The only hitch in the projected plan arose because election day fell on a Tuesday, when WIS had an evening schedule of 3¼ hours of NBC commercial programs.

Finally the station broached the problem to individual sponsors of the NBC programs and received permission to break into portions of the shows with one-minute tabulations. Accordingly a schedule of two one-minute bulletins was established at five minutes after the beginning and five minutes before the end of each commercial show. Timing was worked out to avoid breaking into commercial or talking portions of the programs.

Sponsors received front-page publicity for their cooperation when the paper ran a complete broadcast schedule of returns, including names of the sponsors. Broadcasts not cut into network shows were sponsored by Hudson-Carolina Motor Co. Network shows cooperating included Philip Morris' *Johnny Presents*, Horace Heidt's *Treasure Chest*, *Musical Americana*, *Fibber McGee & Molly*, *Uncle Walter's Doghouse* and H. V. Kaltenborn.

* * *

Naturalized Americans

AS A SEQUEL to *I'm an American*, which recently ended, NBC-Blue started on Oct. 13 a second series with the same title to continue Sundays, 1-1:15 p.m. As in the first series, distinguished naturalized citizens, including actors and actresses, musicians and scholars, will explain the privileges and responsibilities of American democracy. Program is presented in cooperation with the Immigration & Naturalization Service of the U. S. Department of Justice.

* * *

Station's Own Gallup Poll

A SPECIAL weekly "sampling" of Minnesota voters between now and elections is being conducted by the Midwest Research Council, newly-formed survey group, for KSTP, St. Paul. Findings of the poll are broadcast each Friday night, with Val Bjornson, commentator of the station, interviewing Dr. C. R. Wasson, executive secretary of the polling organization, a non-partisan group.

* * *

Americana

WAAF, Chicago, has started a weekly series, *This Land of Ours*, written and produced by Henry Kingston of the Radio Club of the Central YMCA College of Chicago. The series presents dramatized programs relating to the States, their industries and the people who contribute to their greatness. Radio players from the YMCA College take part in the programs each Sunday afternoon.

WHEN BRITISH and Canadian born film stars in Hollywood staged their benefit program over Mutual-Don Lee network recently for the Canadian Red Cross, they appointed this capable group of Southern California radio executives to handle details for its successful culmination. They are (l to r), C. P. MacGregor, head of C. P. MacGregor Co., Hollywood transcription concern, general chairman; Harry Maizlish, manager of KFWB, Hollywood, in charge of publicity, promotion and arrangements of broadcasting facilities; Van Newkirk, program director of Don Lee, who supervised production. As a result more than 3,000 persons jammed the KFWB studios, at $1 each, to witness the broadcast, which included cut-ins from Toronto where Premier MacKenzie King and Dr. Allen Dafoe spoke, with the Dionne quints singing as their contribution to the cause.

NBC SPOT SALES AT RECORD LEVEL

SPOT SALES on NBC managed and represented stations for the past nine months and bookings for the last quarter of the year mark 1940 as "the greatest advertising year for those stations in the history of NBC," according to James V. McConnell, NBC spot and local sales manager.

In New York, for example, WEAF and WJZ did 62% more business from January through September 1940 than during the same period in 1939. For all the M&R stations billings are 33% ahead of 1939, while September of this year scored a gain of 52% over September of last year.

"While a part of the increase in sales is undoubtedly due to the generally increased activity in spot broadcasting throughout the country," said Mr. McConnell, "we feel that an even larger part is due to organizational ad ustments and increased sales activities. We expect the last three months of 1940 to show bigger billings than any other three-month period of the year."

Mail Order Series

CHICAGO MAIL ORDER Co., in mid-September started a 13-week schedule of thrice-weekly quarter-hour transcribed programs on six stations, featuring Jane Alden, the company's home economist. Stations are WLS, Chicago; KDKA, Pittsburgh; WFAA, Dallas; WBT, Charlotte, N. C.; KSCJ, Sioux City, Ia.; KMA, Shenandoah, Ia. Buchanan & Co., Chicago, placed the business.

Network Tobacco Sales Hit Record

Sponsors' Business Soars as Additional Time Is Used

WITH the current schedule of ten major evening programs sponsored on CBS by tobacco companies, that category of sponsors records its largest nine-month total billings on the network with $4,814,450 for January through September, 1940, an increase of 28.7% over $3,740,285 for the same period in 1939, also a record total.

The contracts, which continue for the balance of the year, should hit a new high, well exceeding the 1939 total of $5,297,181, and far ahead of the 1928 total of $387,030, when the industry first started to use radio to a large extent.

Increased Sales

CBS states that it has led all other single networks in billings by tobacco advertisers, clearing $5,000,000 in tobacco time billings, both in 1937 and in 1939. Of the ten best-selling brands in 1939, eight used programs on CBS during the year.

Increased billings for this group have been reflected in increased sales. Starting in 1933, sales of cigarettes alone in billions have boomed from 111.9 to 172.4 in 1939, while radio time expenditures for all tobacco products on CBS, NBC and MBS have moved from $2,909,632 in 1933 to $11,668,090 in 1939.

The ten evening programs on CBS sponsored by tobacco companies are *Your Hit Parade*, by the American Tobacco Co., for Lucky Strikes; *Paul Sullivan Reviews the News*, by Brown & Williamson Tobacco Corp., for Raleighs; *Glenn Miller's Orchestra* and *Professor Quiz*, by Liggett & Myers Tobacco Co., for Chesterfields and Velvet Pipe and cigarette tobacco, respectively; *Vox Pop*, by Penn Tobacco Co., for Kentucky Club pipe tobacco; *Johnny Presents* and *Crime Doctor*, by Philip Morris & Co., for its cigarettes; *Blondie* and *Al Pierce Show*, by R. J. Reynolds Tobacco Co., for Camels and Prince Albert smoking tobacco, and *Pipe Smoking Time*, by U. S. Tobacco Co., for Dill's Best and Model smoking tobacco.

Wheatena Spot Series Placed on 17 Stations

WHEATENA Corp., Rahway, N. J., which started a spot campaign on Sept. 30 to advertise wheat cereal with the transcribed serial *Wheatena Playhouse*, now has the quarter-hour discs on 17 stations in the East and Midwest, four and five times weekly. Series consists of dramatizations of famous novels, with each drama running about four weeks. Compton Adv., New York, which handles the account, has lined up the following stations for the series five times weekly: WEAF, New York; WTAR, Norfolk; WNAC, Boston; WTIC, Hartford; WJAR, Providence; KYW, Philadelphia; WWJ, Detroit; WMAQ, Chicago; WRC, Washington; WGY, Schenectady; WCAE, Pittsburgh; KFSO, San Francisco; KNX, Los Angeles; and four times weekly: WTAG, Worcester; WTAM, Cleveland; WFBL, Syracuse; WCSH, Portland, Me.

Now! A ~~HALF~~ BILLION DOLLAR MARKET

The latest surveys show tremendous business gains for the rich Mid-South market. Formerly assessed at a *half* billion dollars valuation, the wholesale trade volume of the Mid-South is now established at ONE BILLION dollars.

Cotton *alone* provided residents in the Memphis trading area with a cash income of more than $183,000,000.00!

Why not take advantage of this *doubled* buying power? Give these 399,540 enriched radio homes your sales message over WMC, the pioneer radio station of Memphis and the Mid-South.

WMC GETS SALES WHERE THE GETTIN'S GOOD

WMC

MEMPHIS

OWNED AND OPERATED BY

THE COMMERCIAL APPEAL

NBC RED NETWORK ★ 5000 WATTS DAY 1000 WATTS NIGHT

MEMBER OF SOUTH CENTRAL QUALITY NETWORK

WMC—MEMPHIS KWKH-KTBS—SHREVEPORT
KARK—LITTLE ROCK WSMB—NEW ORLEANS
WJDX—JACKSON, MISS.

THE BRANHAM CO., *National Representative*

Agencies

MARVIN S. KNIGHT, for seven years a vice-president and a director of J. Walter Thompson Co., New York, on Oct. 1 joined William Esty & Co., New York, as a vice-president associated with the management.

LORD & THOMAS, Chicago, announces recent additions to the radio department as follows: Mercedes Ledet, formerly of Edward Petry & Co., secretary; Florence Sweemer, formerly associated with Chicago agency work, handling billings; Richard Fisher, transferred to the radio department as an assistant.

JACK RUNYON, formerly Hollywood radio director of Buchanan & Co., is in New York to negotiate a similar post with another major agency. With discontinuance of the Hollywood end of CBS *Texaco Star Theatre*, under sponsorship of Texas Oil Co., Buchanan & Co. closed its Hollywood radio production offices.

JOHN W. DARR, trustee of Commercial Investment Trust (CIT) Safety Foundation and conductor of its radio contests, has been appointed vice-president and managing director of The Institute of Public Relations, New York, according to an announcement by Bernard Lichtenberg, president.

ANDERSON, DAVIS & PLATTE, New York agency, has opened West Coast offices at 6253 Hollywood Blvd., Hollywood. Dorothy M. Stewart, formerly of Barton A. Stebbins Adv. Agency, Los Angeles, is manager.

IRVING PARKER'S Radio Feature Service, Hollywood, and Radio News Syndicate, New York, headed by David Alber, have made a cooperative arrangement to publicize clients of both organizations.

ROSWELL H. MERRITT, formerly of the guest relations department of NBC Chicago, has joined the radio department of Henri, Hurst & McDonald, Chicago.

ROBERT RILEY CRUTCHER, Hollywood writer, has been added to the script staff of Young & Rubicam, that city, as alternate writer with True Boardman on the CBS *Silver Theatre*, sponsored by International Silver Co. (silverware).

MRS. ALICE SMART, assistant secretary to J. W. Pepper Inc., New York, has been appointed time-buyer and program director of the agency's radio division.

HOWARD H. DUBOIS has joined S. E. Roberts Inc., Philadelphia agency.

HAROLD HIXON, formerly with J. Stirling Getchell, has joined the New York staff of Ward Wheelock Co., Philadelphia agency.

ALBERT CAPLAN, former publisher of the *South Jersey News*, weekly newspaper in Camden, N. J., has joined Julian G. Pollock, Philadelphia agency, as advertising associate.

SCHWIMMER & SCOTT, Chicago advertising agency, has expanded its facilities to include a number of new offices on the 13th floor of the Mather Tower, 75 East Wacker Drive.

HUNTER L. SCOTT, formerly of Beaumont & Hohman, Omaha, has been appointed advertising and sales promotion manager of Sun-Maid Raisin Growers Assn., Fresno, Cal. He succeeds George Gage, who recently resigned to join Lord & Thomas, San Francisco.

GEORGE KERN, formerly a space buyer with Blackett-Sample-Hummert, New York, has joined Benton & Bowles, New York, as a time buyer.

A GOOD TIME was had by all, reports this group from the dramatic program, *Those We Love*. Currently sponsored by Procter & Gamble Co. (Drene), on 69 CBS stations, occasion was to celebrate return of the serial to the air after several months lapse. It was formerly sponsored by Standard Brands. Group includes agency executives and program cast. They are (l to r) Robert Jennings, radio director, H. W. Kastor & Sons Adv. Co., Chicago; Edward Kay, musical director of the serial; Gordon Hughes, agency Hollywood manager and producer; Richard Cromwell (Kit); Virginia Sales (Martha); Mary Gordon (housekeeper); Nan Grey, star of the series who portrays Kathy; Donald Woods (Dr. Foster); Alma Kruger (Aunt Emily); Oscar O'Shea (John Marshall).

W. R. RAMSEY, radio director of Procter & Gamble Co., Cincinnati (Oxydol), and L. D. Milligan, executive of Blackett-Sample-Hummert Inc., Chicago, on that account, were in Hollywood for the start of the weekly program, *Everyman's Theatre*, which started Oct. 4 on 60 NBC-Red stations, Friday, 9:30-10 p.m. (EST). Joy Storm, Hollywood announcer, originally signed as narrator for the series, has been replaced by Frank Martin.

MURRY BROPHY, manager of Columbia Management of California Inc., has recovered from injuries received recently when he fell down stairs on leaving his offices in the CBS Hollywood studio building.

JOE DONOHUE, formerly Hollywood manager of Wm. Esty & Co., has joined Ward Wheelock Co., New York.

CHARLES SMITH, NBC Hollywood Artists Service executive, is convalescing from an appendicitis operation.

W. P. RODMAN has rejoined Heintz, Pickering & Co., Los Angeles agency, as account executive.

HARRY E. DORSETT, formerly with Los Angeles newspapers, has joined General Adv. Agency, that city, as production manager and copy writer.

ALEX ROBB, Hollywood NBC Artists Service manager, is in New York to confer with home office executives of that organization, on talent for fall network shows.

DICKIE-RAYMOND, Boston agency, on Oct. 1 opened a New York office at 521 Fifth Ave. Leonard J. Raymond is in charge. Telephone number is Murray Hill 2-4212.

Conrad Quits McCann-Erickson

FRANK CONRAD, radio time-buyer of McCann-Erickson, New York, for four years, and his assistant, Bert Adams, previously in NBC station relations, resigned Oct. 9, but as BROADCASTING went to press had not announced future plans. Successor to Mr. Conrad will be Robert Tannehill, production writer with McCann-Erickson. He will be assisted by Miss Margaret Jessup of the agency's production department.

MRS. COURTLAND D. FERGUSON, wife of Courtland D. Ferguson, Washington agency head, is the composer of "For One Lovely Moment", a popular tune sung Oct. 2 by Lanny Ross on his CBS broadcast. Mrs. Ferguson, nee Lucille Pierce, formerly was staff organist at WJSV, Washington.

Nelson Gets Radio Post At Pacific Coast Agency

JOHN W. NELSON, well-known in West Coast radio and advertising as writer-producer-announcer, has been appointed radio director of Raymond R. Morgan Co., Hollywood. He succeeds Sam Pierce, who resigned that post to join the Hollywood production staff of Lennen & Mitchell as assistant to William N. Robson, West Coast manager. R. E. (Joe) Messer continues as production manager of Raymond R. Morgan Co. Before coming to Hollywood Nelson conducted the weekly *Tonight's Best Buys*, sponsored by J. A. Folger & Co. (coffee), on KSFO, San Francisco. He also was writer-producer of several CBS West Coast programs.

Mr. Nelson

Nelson will direct all radio activity of the agency, including the weekly program, *What's on Your Mind?* sponsored by Planters Nut & Chocolate Co., San Francisco, on 7 CBS West Coast stations; local and network shows of Los Angeles Soap Co., (White King soap); Folger Coffee Co., and other accounts. Agency has also added C. R. Creamer to its staff as junior account executive and copy writer.

Nielsen Addition

A. C. NIELSEN Co., market research firm operating *Nielsen Radio Index* and other services, on Oct. 6 announced plans to construct an addition to its Chicago headquarters building which will double the firm's office space. The new addition is an extension of the present building. Contracts for erection of the structure have been let and construction is to start immediately. The architectural firm of Walton & Kegley designed the structure, to be ready for occupancy by May 1, 1941.

Colin F. Whittier

COLIN F. WHITTIER 71, cofounder and retired president of Richfield Oil Co., Los Angeles, died at his home in that city Oct. 6 after a protracted illness.

L & T Appoints Fonda As Coordinator of Radio

IN A realignment of personnel, Lord & Thomas, Hollywood, has appointed James Fonda coordinator of all radio programs handled by that agency in Southern California. He functions under supervision of Tom McAvity, the agency's Southern California radio director. Thomas Conrad Sawyer resigned as writer-producer of Don Lee Broadcasting System, Los Angeles, to join Lord & Thomas, and has taken over Fonda's former duties as producer of the thrice-weekly quarter-hour *Hedda Hopper's Hollywood*, sponsored by California Fruit Growers Exchange (Sunkist), on 29 CBS stations.

Bill Lawrence, formerly a CBS Hollywood writer-producer, recently joined the agency as co-director of the NBC *Bob Hope Show*, which resumed Sept. 24, under sponsorship of Pepsodent Co., after a summer-layoff. He also produces the weekly *Where & When* show, sponsored by Union Oil Co., Los Angeles, on 13 NBC-Pacific Red stations, Monday, 8:30-9 p.m. (PST).

Sanford to Ayer

HERBERT C. SANFORD, since 1928 with BBDO in a production and executive capacity, on Oct. 14 joined the New York office of N. W. Ayer & Son as assistant to H. L. McClinton, vice-president in charge of radio production. During his 12 years with BBDO Mr. Sanford produced many well-known shows. A member of the Lambs Club, he also is a composer of popular songs, several of which have been published.

THE VOICE OF MISSISSIPPI

WJDX

5,000 D
1,000 N

N.B.C.

MISSISSIPPI IS
High Up Down SOUTH

Mississippi Leads

. . . all four bordering states in percentage increase of ordinary life insurance sales.

. . . three in passenger car sales increase and value of checks drawn.

. . . two in household refrigerator sales and farm income gain.

Invest your advertising dollars with WJDX—dominant radio station in Mississippi's active and growing market.

Member of Southcentral Quality Network

WJDX - WMC - WSMB - KARK
KWKH - KTBS

Owned and Operated By
LAMAR LIFE INSURANCE COMPANY
JACKSON MISSISSIPPI

1941 MODEL

BROADCASTING
Broadcast Advertising

1941
YEAR
BOOK
NUMBER

ANNUAL SUBSCRIPTION $3.00 INCLUDING YEAR BOOK NUMBER
CONTENTS COPYRIGHTED 1941 BY BROADCASTING PUBLICATIONS INC.

ACCURATE COMPLETE

EASY-TO-USE 7th EDITION

BUYERS' GUIDE FOR THE INDUSTRY

MUST BUY OF THE YEAR

Reserve Space Now

WOCB In Operation

AUTHORIZED for construction in May, 1938, the new WOCB, West Yarmouth, Mass., covering the Cape Cod territory, began regular operations Oct. 2 and is now operating fulltime with 250 watts on 1210 kc. The station is owned by Harriett M. Alleman and Helen W. MacLellan, Cape Cod realtors, who co-manage it. The staff was completed in latter September with the appointment of Harrison Flint as program director and Arthur Newcomb as commercial manager. Both are from WLAW, Lawrence, Mass. Chief engineer is Rodney Merrill, formerly with WEAN, Providence. Chief announcer is Edward Conture, formerly with WFBG, Altoona. Head of the musical department is Ralph Lawton, formerly a professor in a musical conservatory in Vienna.

CUNNINGHAM TURNS TO RADIO

Heavy News Schedule, With Identifying Symbol, Leads to Increase in Chain's Sales

By IVAN FRANKEL
Radio Director
Simons-Michelson Co.,
Detroit

CUNNINGHAM DRUG Co. Inc., with its chain of 98 modern drug stores, is one of the most important outlets for drug and sundry merchandise in America. Its operation is confined to the State of Michigan with greatest concentration in Detroit's metropolitan area. In 1939 total retail sales amounted to over $10,000,000. Aggressive, foresighted management headed by Nate S. Shapero, president, and Ches B. Larsen, vice-president, is largely responsible for constant growth which calls for further additions of five super units in 1941.

Advertising has of course influenced Cunningham's dominant position in the drug field and this is a story of a specific case of successful retail advertising, success that is measured by an 8% sales increase. Based on a $10,000,000 volume this is no ordinary upswing, nor for that matter is the radio promotion that stimulated this additional business an ordinary idea.

More Times Per Day

Prior to the introduction of the Cunningham *News Ace* broadcast, this drug chain had no radio history. Its expenditures were largely confined to newspapers. Considerable research and investigation of program effectiveness and time placement was made in compiling numerous possibilities before a definite plan of promotion was determined. Based on our own findings and backed by confirming surveys made by *Fortune* Magazine, we unanimously agreed that a straight presentation of news would make up the program material.

The problem thereafter was to see how far we could spread a given budget to include the greatest number of news broadcasts possible. Inasmuch as the news broadcast is basically a service program, we wanted to get Cunningham's on the air more times per day, day after day, than had ever been attempted by any other advertiser before. Our time-buying objective was to purchase every available established five-minute news broadcast in this market which included the Detroit stations WWJ, WXYZ, CKLW, WJBK and WCAR, in Pontiac.

These stations were invited to submit their available schedules of daily five-minute established news periods. Final selection of time was made with an eye to giving Cunningham's news coverage from 6:30 in the morning to 10:30 at night. All told, 124 programs weekly were selected, Sunday through Saturday. Starting at 6:45 a. m., a weekday schedule continues with 7, 8, 9, 10 and 11 a. m., 12 noon, 12:30, 3, 4, 5, 6, 7:45, 9, 9:30, 10 and 10:30 p. m.

With such intensive coverage it was important that Cunningham's news broadcasts be given some unusual identification that would help clearly identify sponsorship. That was accomplished by using a power dive zoom of airplanes, with this theme: "Stand by! Cunningham's *News Ace* zooms into your home with lightning news flashes from the four corners of the earth—continually, all day long—America's most complete news service."

Whose Zooms!

This particular formula leaves no question as to sponsorship. The query, "What zooms into your home?", in most every case gets a quick comeback, "Cunningham's *News Ace*". And small wonder, with the mythical *News Ace* zooming into homes 124 times a week. The selling effort of these programs necessarily had to be compact because of the five-minute time limitations. We wanted to get as much news into these broadcasts as possible, and still do a selling job.

Planned to get quick sales action, Cunningham's advertises one *News Ace* Giant Special on each program—a real, honest-to-goodness bargain. This is a 75-word commercial just prior to the opening news. Every store features this item on a special *News Ace* Table, and in many cases the article advertised has resulted in a sellout. The selection of the advertised offer is the result of careful analysis of product desirability, usually some low cost item with high turnover. These Giant Specials have helped wonderfully to dramatize the slogan, "You always save at Cunningham's". All merchandise is guaranteed to meet specifications and detailed description as advertised. This policy adds strength to commercial copy and lends considerable weight to any offer made on the Cunningham *News Ace* broadcasts.

The *News Ace* idea has been carried out extensively in all merchandising. Window displays highlight *News Ace* advertised items. Counter cards direct customers to such products. The soda fountain has its *News Ace* features. So too, the toilet goods department, tobacco department, etc. Delivery trucks post big banners directing attention to the *News Ace*. In brief, every branch of advertising and display in the Cunningham's stores has been coordinated to concentrate sales effort around the *News Ace* programs.

Now a Household Word

The *News Ace* has become a household word. As a matter of fact, it is no uncommon incident to meet with radio listeners who can repeat, word for word, the opening form of each program, "Stand By! Cunningham's *News Ace* zooms into your home with lightning news flashes from the four corners of the earth—continually all day long—America's most complete radio news service."

Although Cunningham sales have increased 8%, this is not truly indicative of the considerable sales advantage given to nationally advertised products offered on *News Ace* broadcasts inasmuch as other drug stores and sales outlets benefit by the promotional effort put behind such products by Cunningham's. On the other hand, where a certain product has been advertised elsewhere than a *News Ace* broadcast, it is not unusual for Cunningham's to have a sympathetically vibrating sales curve for that item.

The annual Cunningham appropriation is $100,000.

After many months of broadcasting marking up more than 3,000 broadcasts, there is sufficient factual proof to establish Cunningham *News Ace* broadcasts as one of the most successful retail selling promotions on the air today. Radio has done a remarkable job in this instance and the *News Ace* will continue zooming into homes for a long time to come.

Folger Now on 24

J. A. FOLGER & Co., Kansas City (coffee), on Sept. 30 increased to 24 the number of stations releasing its five-weekly quarter-hour transcribed series, *Judy & Jane*. Contracts vary from 39 to 52 weeks. Stations being used are KOB KFYR WMT WFAA KOA WHO KDAL WEAU WDAY KPRC WDAF WMC WCCO WKY WOW WMBD KSD WOAI KWTO WIBW KVOO WDZ KFBI WNAX. Lord & Thomas, Chicago, is agency.

YOU DON'T PAY US FOR COIN (Ky.)!

If you're looking for a sales boom in Coin (Ky.), *don't!* As in so many other tiny towns in these parts, there simply isn't enough cash *or population* to make any sizable dent on your sales-quota! . . . But here in the great Louisville Trading Area, the million-*plus* buyers have more purchasing power than the rest of Kentucky combined! . . . You can tap this rich market with WAVE *alone*—at a cost that will frankly surprise you! Shall we send the details?

LOUISVILLE'S WAVE

940 K. C. N. B. C.

1000 WATTS

NAT'L REPRESENTATIVES

FREE & PETERS, INC.,

INKING the contract to make Vano, a liquid cleaner, the first product advertised on a show sold under the new NBC setup of individual departments for the Red and Blue sales department, Mortimer Fleishhacker Jr. (sitting) acts for Chemicals Inc., San Francisco. The twice-weekly quarter-hour morning Vano show features Bennie Walker. Watching the fine Spencerian flow are (l to r) Stanley Swanberg, vice-president of Botsford, Constantine & Gardner, agency handling the acount; Herman Harris, Chemicals' sales manager; Gene Grant, NBC-Blue network account executive in San Francisco.

Radio Beats Press

SPARKED by a three-base hit by Johnnie Neblett, KWK sportscaster, in a crucial fourth-inning rally, St. Louis radio announcers on Sept. 29 won the second of three annual No-Star baseball games with local sportswriters. Neblett brought his team from behind when two runners scored on his three-bagger. Final score was 5 to 3. Johnnie O'Hara, also a KWK sportscaster, was awarded the Sam Breadon Trophy as manager of the winning team. A play-by-play description of the game was broadcast on KWK by Martin Bowin.

UNITED WRITERS Inc. has been organized in Hollywood to represent a limited number of radio and film writers for live or transcribed shows, custom-built and ready-made. Offices have been established at 1680 N. Vine St., and incorporators are Edmund J. Holden, of the comedy team of Frank Watanabe and Honorable Archie, NBC-Pacific Blue network sustaining feature; Irvin Brennan, free lance writer and formerly sales manager of Times-Mirror Co., and Ben L. Blue, attorney.

SOUTH CAROLINA'S
ONLY REGIONAL
CBS STATION
WCSC
CHARLESTON, S. C.
1000 WATTS
FREE & PETERS, INC., Exclusive National Representatives

National Radio Records Issues First Report on National Spot Accounts

NATIONAL RADIO RECORDS, New York, has issued the first of its monthly reports on national spot advertising, following two years' preparation by N. Charles Rorabaugh, president of the company, and is distributing the August study of 89 accounts to qualified subscribers and over a score of agencies cooperating with the service.

The reports, covering spot radio defined by NRR as "all radio advertising which is not broadcast through the facilities of NBC, CBS or MBS", are confidential to subscribers and charter agencies and are not for publication. According to Mr. Rorabaugh, the studies will be issued about the 15th of each month and will cover regional networks as well as local individual stations. Competitive time costs can be computed and compared, market studies can be made and more effective campaigns can be planned.

Member agencies supply NRR with the information on accounts, which are classified under the general headings, automotive, financial, general and retail. For programs, the reports give the number of broadcasts on each station monthly, length of broadcast, time and whether live or transcribed; for announcements, the monthly total on each station, length, time, whether participating, and whether live or transcribed. Program times are local for the given cities.

New Studios of WPEN To Be Dedicated Oct. 23

WPEN, Philadelphia, will dedicate Oct. 23 its new studios on the 21st and 22d floors of 1528 Walnut St. Bldg., although actual operations started Oct. 15. Herb Moore, president of Transradio Press, turned on the teletype machines marking the start of that news service for the station.

Another feature of the hour's program, starting at 10 p.m., will be the reception of a message from *S. S. America*, flagship of the United States Lines, from Thomas J. Cerio, chief radio officer of the ship, which will be on high seas at the time, and a two-way radiotelephone conversation with Alex Vadas, the ship's chief radio telephone officer.

Arthur Simon, general manager of WPEN will read special messages from President Roosevelt and from several South American ambassadors. The new studios are completely equipped anew by RCA and include a new Hammond organ. The top floor provides for two large studios, two smaller studios, a master control room with space provided for an FM transmitter, a reception room, press room and Mr. Simon's offices. WPEN moves from the old Childs' mansion at 20th and Walnut, where it was located for seven years.

ZENITH RADIO Corp., Chicago, has announced a foot-controlled auto radio development which permits the driver to change stations at will, completely silence the radio, or turn it on instantly with a single foot control while the driver keeps his eyes on the road and his hands on the wheel.

Lively
SHOWMANSHIP
wins larger audiences
in the
Intermountain
Market
for
KDYL
The
POPULAR Station
Salt Lake City
NBC
RED
NETWORK
National Representative:
JOHN BLAIR & CO.

Pacific AAAA to Hear Leaders in Advertising At Del Monte Meeting

RADIO will take an important place on the program of the Pacific Council of the American Assn. of Advertising Agencies, at Del Monte, Cal., Oct. 24-25. "How Not to Sell Radio" will be the title of a humorous skit on the night of Oct. 24, with Jack Smalley, manager of the Hollywood office of BBDO and chairman of the radio committee of the Pacific Council, in charge.

The program opens with a talk by Lewis Allen Weiss, manager of the Mutual-Don Lee network on the Coast, on the wrong method of selling radio. Bud Hiestand, master of ceremonies, then takes his cue from Weiss' speech in introducing an imaginary prospect. Weiss will end the show with a brief talk on "The Right Way to Sell Radio".

Atherton W. Hobler, New York, president of Benton & Bowles and chairman of the executive board of AAAA, will speak on "The Future of Advertising". Dr. Kenneth Dameron, New York, author, will discuss the consumer movement.

Among other speakers scheduled are: John Benson, New York, national president of the AAAA; Kay Kamen, associated with Walt Disney Studios, Hollywood, who will discuss premiums; L. M. Clark, New York, advertising and marketing specialist, reader interest; Harwin T. Mann, Lord & Thomas, and H. C. Bernstein, manager Pacific Coast Division, Bureau of Advertising, joint report on newspaper study; E. B. MacNaughton, Portland, Ore., president of the First National Bank of Portland; Raymond Reeves, J. Walter Thompson Co., San Francisco; Frank Twist, Pacific National Adv. Agency, Seattle; Roswell Cochran, McCann-Erickson, San Francisco; Fairfax Cone, Lord & Thomas, San Francisco; Don Belding, Lord & Thomas, Los Angeles, president of the PACA.

WINNER of the 1940 city softball championship is this team representing KFRU, Columbia, Mo. With two leagues of eight teams each entered in the Columbia Recreation Commission's softball activities this season, the KFRU squad first won 16 out of 21 games to win the local National League crown and then proceeded to beat the American League champs in the all-city Little World Series. The championship held special flavor for KFRU since it was the first year the station had entered a team in the league. The squad includes (seated, l to r) Mark Cox, Charles Procter, Red Lawhon, Harold Douglas, KFRU sportscaster; (back row), Chet Thomas, KFRU manager and star pitcher, Harry Apple, Jack Roth, KFRU salesman, Bill Nowell, Ed Renfro, Bob Haigh, KFRU chief engineer, Wesley Welden, of the maintenance department of the station.

THE Federal Trade Commission recently accepted from Universal Mills, Fort Worth, Tex., a stipulation in which the firm agreed to cease and desist from certain advertising representations for Red Chain Feeds for poultry and livestock.

INTEREST IN WSAV IS SOLD BY LUCAS

ARTHUR LUCAS, co-owner of the Lucas-Jenkins theater interests of Georgia and one-third owner of WRDW, Augusta, will relinquish his control of WSAV, Savannah, if the FCC grants an application filed Oct. 2 for sale of part of his shareholdings to E. E. Murrey Sr., of Nashville. Mr. Murrey, president of the Paramount Insurance Co. of New York, president of the First Mortgage Co. of Nashville and head of Murrey-Young Co., Nashville realtors, proposes to buy 32 shares in WSAV Inc. for $3,200.

At present Mr. Lucas owns 50.33% of the stock, and the sale to Mr. Murrey would leave him with 39.66%. The other stockholders would remain the same, namely, Harben Daniel, manager, 39.66%; N. W. Brandon, commercial manager, 3.33%; Aaron Shelton, of WSM, Nashville, 6.66%. WSAV is a 250-watt outlet on 1310 kc., which first went into operation last Dec. 1.

All in the Family

UNIQUE is the announcing arrangement on the CBS *Big Town* series, sponsored by Lever Bros. (Rinso). Ken Niles, Hollywood announcer, is doing straight announcing duties on the weekly program, and also plugs the product. His wife, Nadia Niles, supplies corroborative evidence, having been signed to assist him in the commercials.

FTC Challenges Lindlahr Claims

Serutan Advertising Named; Hall, Crazy Water Cited

CHARGING misrepresentation in the sale of medicinal preparations, the Federal Trade Commission has moved against a number of proprietary firms. On Oct. 10 the FTC announced complaints issued against Healthaids Inc., Jersey City, long-time user of radio for Serutan; The Journal of Living Publishing Corp., New York, and Victor H. Lindlahr, editor of *The Journal of Living*.

The FTC complaint charged specifically that the respondents represented through radio, newspaper, periodical and circular advertisements, among them *The Journal of Living*, that Serutan has substantial therapeutic value as well as other properties constituting a cure or remedy for constipation.

Claims Challenged

The complaint alleges that Secrutan "has no therapeutic value with respect to restoring or maintaining natural elimination; that it is not capable of accomplishing the results claimed; that it possesses no therapeutic value in the treatment of constipation except insofar as its laxative properties may assist in the temporary evacuation of the intestinal tract; that the active ingredient of the preparation consists of the mucilaginous portion of psyllium seed, and that the presence of this ingredient serves to give the preparation the properties of a mild laxative, aside from which properties the product is wholly without therapeutic value." Alleging violation of the Federal Trade Commission Act, the complaint grant respondents 20 days to answer the charges.

At the same time a complaint was announced against E. W. Hall, St. Louis, charging false representations in radio continuities and other media for Texas Wonder as a cure for various internal ailments. The complaint alleges that use of Texas Wonder "does not produce the results claimed and that the preparation does not have therapeutic value in treatment of the ailments mentioned, in excess of slight symptomatic relief . . . in cases of swollen joints and pains in the back, afforded by reason of its properties as a mild diuretic."

Along the same line, the FTC recently issued a complaint against Crazy Water Co., Mineral Wells, Tex., also a large user of radio time, alleging misrepresentation in advertising for Crazy Mineral Water, Crazy Water Crystals and Crazy Fiz. The complaint charges that advertising for Crazy products claims them to be a cure or remedy for some 30 ailments through curing or effectively treating constipation and "faulty elimination". The complaint further states that the products possess no therapeutic properties in excess of those of a cathartic or laxative and that the various diseases mentioned in the advertising are not necessarily due to constipation or "faulty elimination."

DELL GIBBS, 23-year-old announcer of WFAA-KGKO, Dallas, has been admitted to practice before the FCC. He received his law degree in May at U of Florida.

Take a look at your map and you'll see that KGW on the RED and KEX on the BLUE are the only basic NBC outlets in the entire Oregon country. To the north the nearest NBC station is 200 miles away, and to the south it is nearly 600 miles by airline to the nearest stations carrying full NBC schedules. So in order to hear Jack Benny or Charlie McCarthy, folks in these parts tune to KGW. And for "Information Please" or Ben Bernie to KEX. To the proven power of NBC programs to attract the bulk of radio listeners; add aggressive, far-sighted station operation and the prestige of OREGONIAN ownership and you have a situation that brings cheer to the heart of any buyer of radio time.

KGW 620 KC 5000 WATTS DAYS 1000 WATTS NIGHTS NBC RED

RADIO STATIONS OF THE **OREGONIAN** PORTLAND • OREGON

KEX 1180 KC 5000 WATTS CONTINUOUS NBC BLUE

National Representatives—EDWARD PETRY & CO. INC.
New York Chicago Detroit St. Louis San Francisco Los Angeles

Youngstown mills are making more steel than ever before. Cover this prosperous market best with . . .

WFMJ

AGENCY Appointments

CUBAN HONEY Inc., Lansing, Mich., to Premier Adv. Agency, Lansing.

PEDIMOLL Co., Los Angeles (antiseptic foot cream), to Glasser Adv. Agency, that city.

AUTONATOR LABS., Chicago (Hot Donut water heater), to Martin A. Pokrass Adv., Chicago. No radio plans at present.

COOPER, WELLS & Co., St. Joseph, Mich. (hosiery), to Frankel-Rose Co., Chicago. Plans not yet decided.

F. L. KLEIN NOODLE Co., Chicago (food products), to Martin A. Pokrass Adv. Agency, Chicago. Using two-weekly chain-break announcements on KFYR, Bismarck, N. D. for 26 weeks. Additional stations will be used starting in mid-November.

DICTOGRAPH SALES Corp., New York (Dictograph intercommunication telephone system, hearing aids), to Roy S. Durstine Inc., New York.

TURNER & SEYMOUR MFG. Co., Torrington, Conn. (tools and castings), to F. W. Prelle Co., Hartford.

HERSHEY ESTATES, Hershey, Pa. (Hershey's Cocoa Butter Toilet Soap and Soap Granules), to McKee & Albright, Philadelphia.

CAREY SALT Co., Hutchinson, Kan., to McJunkin Adv. Co., Chicago. To use radio and other media.

ARCADY FARMS MILLING Co., Chicago (livestock & poultry feeds), to Erwin-Wasey & Co., Chicago. Radio will be used.

OMAR Inc., Omaha (Omar flour), to Hays MacFarland & Co., Chicago. Currently using nine-weekly spot announcements on 16 stations.

CHICAGO MAIL ORDER Co., Chicago, to Buchanan & Co., Chicago.

FLORSHEIM SHOE Co., Chicago, to Wesley Assoc., N. Y. (women's shoes only).

CHR. HANSEN'S LABS., Milwaukee area only,, to Bert S. Gittins Adv., Milwaukee.

LEVER BROS. Co., Cambridge (Swan soap), to Young & Rubicam, N. Y.

THE ARMSTRONG FAMILY, Los Angeles (mortuary), to Ted Dahl Adv. Agency, that city. New to radio. On Oct. 14 started for 52 weeks five-weekly quarter-hour program, Wade Lane as *Strollin' Tom*, on KFWB, Hollywood.

K'S BEVERAGES, San Pedro, Cal., to Crundall & Lester Adv. Co., Los Angeles. Currently sponsoring transcribed musical program, *Sing With Your Favorite Band*, on 3 Don Lee stations (KHJ KFXM KTKC), Tues., 8:30-9 p.m.

ECKERT BREWING Co., Los Angeles (beer), to Charles H. Mayne Co., that city, on Sept. 26 started for 52 weeks 4 spot announcements weekly on KHJ, Los Angeles.

IMPERIAL MUTUAL Life Insurance Co., Los Angeles, to Ted Dahl Adv. Agency, that city. Currently testing on KMPC, Beverly Hills, Cal., and KHJ, Los Angeles, with 5-minute transcribed talks.

WFBL
SYRACUSE
1st in Food and Drug Advertising
Because
1st in Merchandising Service
WRITE for details
WFBL
SYRACUSE, N. Y.
or Free & Peters, Inc.
National Representatives

Newburgh News

A SCOOP was claimed recently by WGNY, Newburgh, N. Y., during a local pickup of the regular meeting of the Roosevelt Home Club on the lawn of the President's Hyde Park estate. Prefacing his announcement with the observation that it was "an open secret that will be on the wires in 10 minutes", President Roosevelt at the meeting revealed the appointment of Frank Walker as U. S. Postmaster General—all into the WGNY microphone. Eleven minutes after the station aired the pronouncement in the President's own voice the flash came through on the news tickers. Later *Life* magazine depicted the scene in a picture-of-the-week showing clearly WGNY's microphone, along with Manager Harold Gassill and Bill Jenkins, WGNY studio manager of the Poughkeepsie division.

Local Sponsors Signed For Dorothy Thompson

REGIONAL BROADCASTERS Assn., New York, which has been lining up advertisers for cooperative sponsorship of Dorothy Thompson's news comments, on Oct. 6 started a weekly series by Miss Thompson on MBS titled *Personalities in the News*, Sundays, 8:45-9 p.m. Local sponsors, lined up by Frederick Mayer, New York agent, total nine on as many Mutual stations, as follows:

Pilot Radio Corp., New York, on WOR, Newark, thru Lester A. Loeb Adv. Agency; and handled direct, Gould Furs, on WLOL, Minneapolis; Bycks Dept. Store, WGRC, Louisville; Hudson Auto Dealers, WOL, Washington; Travelers Insurance Agency, WCBM, Baltimore; Edward's Dept. Store, WGR, Buffalo; Security Mutual Life Insurance Co., WNBF, Binghamton; Wolfe Wile Dept. Store, WLAP, Lexington, Ky.; Blustein's Dept. Store, KPAC, Port Arthur, Tex. Miss Thompson is represented by John Moses, her personal representative.

Insurance Series

ALL-STATE INSURANCE Co., Chicago (auto insurance), on Oct. 15 started a varying schedule of live announcements on approximately a dozen stations. Additional stations are being selected daily. The campaign will run through February, 1941. E. H. Brown Adv. Agency, Chicago, handles the account.

WOR Now Sells Breaks

WOR, Newark, for the first time in its history is selling day and night station-break announcements to advertisers, instead of following its former policy of restricting announcements to specified times, usually during the day. The station-breaks, under the new policy, are limited to 35 words, with the following rates: For one or two announcements, $75 each per day, $115 night; three, four or five, $65 each per day, $110 night; six, $60 each per day, $105 night. First sponsor purchasing the station-breaks is Wilbert Products Co., New York, for No-Rub Floor Wax, as of Oct. 7, Mondays, Thursdays, Fridays at 12:45 p.m. Agency is W. I. Tracy, New York.

Safeway Series

SAFEWAY STORES, Oakland, Cal. (grocery chain), recently started a radio campaign on behalf of Julia Lee Wright bread on 3 Washington stations, WMAL, WRC, WJSV. On WMAL it is using a 15-minute participation on the *Breakfast* Club. It is using a home economy participation on WRC as well as 10-weekly transcribed one-minute dramas on WRC and WJSV for four weeks. Account placed through J. Walter Thompson Co., San Francisco. WRC, WJSV, Washington, and WMBG, WRVA, Richmond, are being used by the same sponsor for Duchess Salad Dressing, with minute announcements daily. Lord & Thomas, San Francisco, is agency.

N. Y. Keys Cut Time

WJZ, New York, has followed the example of WEAF, also that city, in reducing its operating day by 90 minutes, starting at 7 a.m. instead of 6:30 and signing off at 1 instead of 2 a. m. WEAF's move was made to allow testing time for the station's new transmitter; WJZ's puts both NBC keys back on a pre-war operating basis. WABC, CBS station in New York, operates from 6:25 a.m. to 2 a.m., and WOR, MBS key, is on from 6 a.m. to 2 a.m.

MBS 6th Anniversary

MBS celebrated its sixth anniversary Oct. 2. Formed Sept. 15, 1934, by WOR, Newark, WGN, Chicago, WLW, Cincinnati, and WXYZ, Detroit, first programs were transmitted Oct. 2, 1934.

MY FRIENDS—!!!

Talk about spell-binding! Here in Roanoke and the surrounding territory, home of 309,160 radio families, WDBJ gets better than a 90% listening audience (CBS statistics)! This, from a region of riches that spends $400,000,000 a year for retail goods! Would you like us to do some spell-binding for you?

WDBJ ROANOKE, VIRGINIA
FREE & PETERS, INC.
Exclusive National Representatives
Owned and Operated by the TIMES-WORLD CORP.
CBS Affiliate • 5000 Watts Day • 1000 Watts Night

Glassmans to Acquire Control of New KONB

THE brothers Ross C., William V. and Blaine V. Glassman, businessmen of Ogden and Salt Lake City, have taken an option to purchase the projected new KONB, Omaha, 250 watts on 1500 kc., authorized for construction last June 25 by the FCC. Subject to FCC approval they propose to purchase the station, not yet constructed, for $15,000 cash, buying the stock of C. J. Malmsten, John K. Morrison and Arthur Baldwin, Nebraska businessmen who formed MBS Broadcast Co. and acquired the construction permit. Their shares represented the only paid-up capital in the project, although several others were included in the original list of subscribing stockholders.

The Glassmans are brothers of A. L. Glassman, who controls KLO, Ogden, and is publisher of the *Ogden Standard-Examiner*. None is connected with KLO, although Ross Glassman, a theater man, is listed as a director of that station.

Bulova Using 203

IT WAS INCORRECTLY reported in BROADCASTING, Oct. 1, that the Bulova Watch Co., New York, in adding 22 stations to its spot campaign, had a total of 103 stations carrying time signals. The correct total is 203 stations. Agency is Blow Co., New York.

CAB Revises Telephone Call Schedule To Shorten Recall Time, Raise Sample

FOLLOWING more than a year of experimental testing, the Cooperative Analysis of Broadcasting has announced that, effective with the end of Daylight Saving Time and the return to Standard Time, it is putting into effect a revision of its "telephone recall" technique designed to increase the accuracy of its comparative program ratings.

From now on the number of daily interviewing periods will be eight instead of the four previously employed, shortening the recall period from four or five hours to two hours. The gross sample has also been enlarged from 500,000 to 700,000 annually.

Revision of Schedule

Formerly, CAB investigators in the 33 major cities covered by the reports made their telephone interviews at 12 noon, covering the morning listening; at 5 p.m., covering the afternoon listening; at 8 p.m., covering the early evening, and the following morning to find out about the late evening listening.

Under the new system interviews are scheduled at 9 and 11 a.m., 1, 3, 5, 7 and 9 p.m. and the next morning for programs after 9 p.m. Under this new method, it is pointed out, the average elapsed time between the broadcast of a program and the interview covering that broadcast is practically the same for all programs, when the various time zones are taken into consideration. Therefore, the new system should eliminate discrepancies in ratings due to differences in the length of times between broadcast and interview under the previous method.

Another advantage indicated for the new method is that the maximum number of programs any listener is now asked about is eight, during the day when most programs are quarter-hour broadcasts, so that a more accurate report may be expected than formerly, when at times a listener was asked to recall listening or not during as many as 16 quarter-hour periods. While still directed primarily at measuring listening to network programs in the 33 cities, the CAB reports will also provide a more accurate check on programs broadcast locally in those cities than was hitherto possible, it was stated.

CAB spokesmen refused to predict the effect of the new system on program ratings until the first reports have been prepared from data collected at the new frequency. It is probable, however, that there will be little change in the rating figures of the well-established, easy to remember programs, but that the ratings will be raised for new programs and for programs broadcast infrequently or irregularly, that is, for programs that might be more difficult to recall if a greater amount of time elapsed between hearing the broadcast and being asked to recall hearing it.

More Expensive

From the tests, which included intensive research into the meter method of measuring listening, the CAB believes that its new method will combine the advantage of the coincidental survey technique in measuring actual listening with the advantage of the recall system in keeping down the number of calls necessary to provide an adequate statistical sample.

Increased costs that will result from the increased number of interviews will be met by a new method of scaling subscription rates in accordance with the number of programs and the amount of radio time subscribers buy and sell, it was stated. However, the CAB reports that advertisers, advertising agencies and the major networks readily accepted the rate increases in view of the improvements in service, although their share of the research expense has been materially increased. NBC and CBS have been exceptionally generous in their cooperation, it was said.

The CAB has also announced that with the inauguration of the new system it plans to develop and supply more information regarding radio programs than the CAB has issued heretofore. Just what these additional data are was not disclosed, it being stated that several plans for additional research are currently being considered.

WILLIAM D. HUDSON, mayor of Clarksville, Tenn., and member of the Tennessee Railroad & Public Utilities Commission, has applied to the FCC for a new 250-watt station there on 1370 kc.

"THE ANGEL" may not be the world's champeen of the gentle art of grunt and grapple, but he can lay claim to the title of the most widely publicized exponent of his profession. He who calls himself the "world's most homely human" (wearing beret), makes it his business, we judge, to be mike-viewed in every city on the circuit. He's shown here with Maj. Edney Ridge (wearing fedora), general manager of WBIG, Greensboro, where he was auditioned as a singer. Last reports did not state whether the Major got his hand back. (Ed. note: This "angel" picture ends all Angel pictures.)

WLW SCHOLARSHIPS
Ten Students to Get Awards At Music College

TEN $100 radio scholarships, offered jointly by the educational department of WLW, Cincinnati, and the Cincinnati College of Music, were announced Sept. 29. The scholarship awards provide one year's tuition in residence at the college in three out of four radio courses—radio production, acting, announcing and sound effects engineering.

The scholarships are to be awarded on the basis of auditions held early in October at the WLW studios. The faculty of the radio department of the College of Music is headed by Uberto Neely, assistant conductor of the college symphony orchestra and a member of the WLW musical staff. Others on the faculty include Arthur Radkey, also of WLW, assistant director; Harold Carr, WLW production manager; James Leonard, staff announcer; Don Winget Jr., WLW sound effects engineer.

Acquires Film Rights

TELEVISION and film rights to the Judge Priest stories, written by Irving Cobb, have been acquired by Charles E. Ford, Hollywood independent motion picture producer. Ford was formerly associated with Jerry Brandt in formation of Pyramid Pictures Corp. which is to make the *Scattergood Baines* series for RKO release.

News!

Back fence gossip is always well covered, but no more thoroughly nor completely than WTAG's news broadcasts cover Central New England homes — *containing 1,014,400* people.* No other station features Central New England news, and no other station offers an entree to the buying wealth of this important market.

**Details upon request*

WTAG

WORCESTER

NBC BASIC RED AND YANKEE NETWORKS

EDWARD PETRY & CO., INC.—NATIONAL REPRESENTATIVE

OWNED AND OPERATED BY THE WORCESTER TELEGRAM-GAZETTE

WOW

590 Kilocycles

John J. Gillin, Jr., Mgr.

★ On the NBC Red Net ★

OMAHA, NEBRASKA

WMAZ Gets New Grant Pending New Allocations

SPECIAL temporary authority to operate unlimited time on 1180 kc. with 5,000 watts day and 1,000 watts night, for one month "pending the allocation of new facilities" was given WMAZ, Macon, Oct. 7 by Commissioner T. A. M. Craven, under FCC procedure placing him in charge of such operations for the month. It was the first such grant since the FCC announced the proposed Havana Treaty allocations on Sept. 10, to become effective next March 29. WMAZ, now operating until 9 p.m. on 1180 kc., is slated for assignment on 940 kc. under the treaty, with fulltime possible through installation of directive equipment.

Maxwell House Title

GENERAL FOODS Corp., New York (Maxwell House Coffee), has changed the name of its weekly half-hour *Good News of 1940* to *Maxwell House Coffee Time*. Program continues to utilize 86 NBC-Red stations, Thurs., 8-8:30 p.m. (EST), with West Coast repeat, 8:30-9 p.m. (PST). Weekly show is centered around the Baby Snooks skit which features Fanny Brice in that role, and Hanley Stafford as Daddy. Other cast members are Mary Martin and Dick Powell, vocalists, with the latter also as m.c.; Meredith Wilson's orchestra; Maxwell House Chorus; and Don Wilson, announcer. Phil Rapp writes the show. Mann Holiner is Benton & Bowles producer, with Dave Elton representing NBC.

WHO PROFIT-SHARING PLAN

Palmers Create Trust Fund Based on Regular Percentage of Employe Salaries

COL. B. J. PALMER and his son, D. D. Palmer, president and vice-president respectively of Central Broadcasting Co., operating WHO, Des Moines, have announced a profit-sharing plan for all regular employes excluding officers and directors.

The plan is unique in that the company has entered into a trust agreement with Central National Bank & Trust Co., Des Moines, by which the bank becomes trustee of a trust fund which the company will create. On Sept. 1 the company paid to the trustee an amount equal to 10% of regular salaries for August. A like payment was made on Oct. 1 and like payments will continue each month at the same rate until the rate is changed by the board of directors of the company. No immediate change in rate is contemplated; but if and when made it will be determined by earnings, hence may be higher or lower than the prevailing rate.

Withdrawing Funds

Once a payment is made to the trustee, the funds cease to be under any jurisdiction of the company and are wholly under control of the trustee for the account of the individual employes whose names will be reported to the trustee each month with the amount paid for the account of each employe.

Withdrawals may be made from the trust fund under certain conditions: (1) any employe who leaves the employ of the company for any reason whatever may receive his proportionate share of the trust; (2) upon the death of an employe said employe's share is payable to his or her named beneficiary; (3) any employe after reaching the age of 55 may withdraw all or from time to time any part of the amount held for his benefit by the trustee; (4) prior to age 55 and after the funds have been held by the trustee for five years or more, any employe may make application to the board of directors of the company for withdrawal of all or part of moneys to his credit in the trust fund, citing full reasons for the proposed withdrawal; and if the application is approved the trustee will make payment accordingly.

B. J. Palmer

D. D. Palmer

No employe can make any disposition of his or her interest in the trust fund until actual cash payment has been made by the trustee, and in case of bankruptcy he loses any control over his share and in that case the trustee has sole charge of said share for the benefit of the bankrupt only.

In view of the fact that service with the armed forces of the Government is interpreted by the company as leave of absence, the status of any employe absent from duty for that reason will remain static so far as the trust is concerned.

Central Broadcasting Co. has paid a Christmas bonus for several years past to all regular employes with more than a year's service. The base for determining the amount for each employe is a percentage of a year's salary as follows: 10% to employes serving five years or more, 9% for 4 years service, 8% for 3 years, 6% for 2 years and 5% for one year.

It is the intention of the Palmers that the profit-sharing plan shall be in addition to the Christmas bonus, which is an outright lump sum cash payment.

Planters Nut on Coast

PLANTERS NUT & CHOCOLATE Co., Wilkes-Barre, Pa., made its debut as a network advertiser Oct. 4 when it started the half-hour program *What's On Your Mind* on nine CBS Mountain and Pacific coast stations to advertise Planters Peanuts and Peanut Oil. The program, heard Fridays, 7:15-7:45 (PST), p.m., brings to the microphone persons with unusual stories to tell or ideas to expound. Raymond R. Morgan Co., Hollywood, handles the account. Stations are KNX, Los Angeles; KLZ, Denver; KSL, Salt Lake City; KARM, Fresno; KOIN, Portland; KSFO, San Francisco; KIRO, Seattle; KVI, Tacoma; KFPY, Spokane.

You always get your limit whether it's hunting in North Dakota or advertising on

KFYR

. . . here's an invitation to do both!

NBC Affiliate
550 Kilocycles

Meyer Broadcasting Company

5000 Watts Day
1000 Watts Night

BISMARCK, NORTH DAKOTA

JOHN BLAIR & CO., *National Representatives*

Du Mont Video Antenna Has Winch Attachment

AN AERIAL mast with a winch attachment that will permit its being lowered into the derrick-like base for repairs or alterations is an outstanding feature of the antenna recently erected atop 515 Madison Ave., New York, for use in transmitting the television signals of W2XWV, Du Mont video station which expects to begin regular operation before Jan. 1. The transmitter is now being built and will shortly be installed on the 42d floor alongside the studios.

The 50-foot steel mast, surmounting a 100-foot base on the roof of a 42-story building, has its tip some 650 feet above the sidewalks of New York. Through the winch arrangement it can be lowered so that engineers standing on the top platform of the base can make repairs or alterations on the aerial as called for by the experiments with various types of aerials for both vertical and horizontal polarization which the company is planning. Aerials will be equipped with de-icers, heating elements within the aerial rods.

Convention Coverage

TO OWNERS of television receivers NBC has sent a folder, "The Eyes Have It", describing NBC's television coverage of the national political conventions and the reactions of set-owners to those telecasts. With the folder went a letter explaining that while "there's still a lot of work to be done (in moving the video station to its new frequency) we're pushing it."

Plans Are Announced by NBC For Video Center in Capital

Wardman Park Hotel to Serve as Site of Studio and Transmitter; Program Relay Projected

PROMISING regular television service to the nation's capital, NBC on Oct. 3 announced plans to establish a "television center" in Washington. The announcement that the network would begin construction of its second video station, to become a key in a projected television network, as soon as FCC approval is given the site came immediately after NBC President Niles Trammell had signed a lease for station and studio facilities in Washington's Wardman Park Hotel.

Selection of the hotel site presumably rounds out the FCC's Aug. 2 grant authorizing the new station, W3XNB, to operate on Channel No. 2 with 1,000 watts power for both visual and aural transmission.

Program Plans

Representing an estimated $150,000 to $200,000 overall cost, the new Washington television center will provide the capital with its first visual broadcast service since cessation of the Jenkins mechanical television experiments about a decade ago. NBC plans not only to present televised coverage of sports and special events to Washington viewers, but also dramatic productions identical with those presented on the network's original New York video outlet, W2XBS. And when relay facilities are developed, NBC plans to feature coverage of Washington events on a syndicated basis for other parts of the country.

The lease covers space for television studios, transmitting equipment and permission to erect an antenna tower. The Wardman Park facilities have drawn enthusiastic approval of NBC executives. The location of the hotel along Rock Creek Park in the middle of the newer residential section of the city is regarded as ideal. Also it was found that the stage of the Wardman Park Theatre, an integral part of the hotel building, has virtually the identical dimensions of the television stage of the New York studios. With this in mind it is foreseen that the entire casts and properties of New York productions can be brought to Washington and a duplicate of the New York shows presented with a minimum of revised settings and actors' positions on the stage.

Chief reliance on live program material in Washington is to be placed on Governmental activities and remote coverage of special events, with a mobile television unit to pick up the events newsreel fashion. NBC's plans call for installation of a 1,000-watt television plant, with visual and sound transmitters. The main studio will be the 500-seat Wardman Park Theatre, which has a stage approximately 30 x 50 feet. A film-scanning studio also is to be built in the hotel.

Washington is regarded as an ideal experimental center for television. With over 100,000 Government employes in the city, practically all drawing "white collar" salaries, the per capita income of residents is one of the highest in the country. Residents also are regarded by credit firms as among the best-paying installment buyers. Both these economic factors are of interest to television operators and manufacturers.

Source of Material

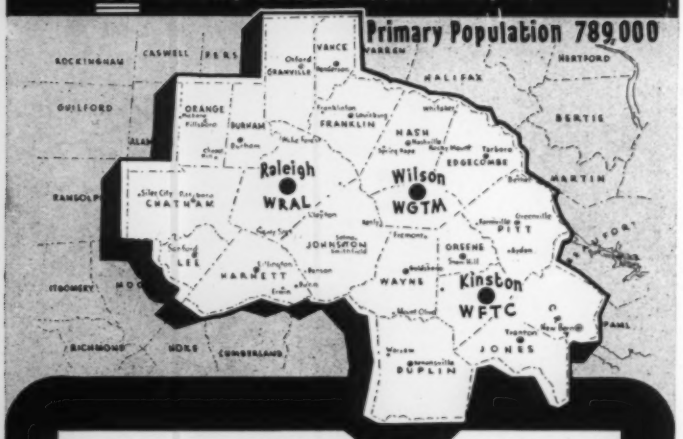
"We chose Washington as the site of our second experimental television station for several reasons," commented Mr. Trammell. "In broadcasting we find the nation's capital to be of vital importance in our service to a nation of listeners. It is only reasonable to assume that Washington eventually will also be an important source of interesting material for tomorrow's nationwide television network.

"We hope also to make Washington the originating point of a television service that will link the national capital with Philadelphia and New York City. An automatic relay developed by RCA promises to provide a satisfactory means for interconnection. When such relays are established, we will be able to experiment with the problems of television program syndication. Then it will be possible for televiewers in Washington, Philadelphia and New York to see events from any of the three cities. For the immediate future, however, we must content ourselves with carrying forward a broad program of experimental work here in Washington, laying particular emphasis on the artistic and technical problems involved in televising programs of governmental and national affairs."

Washington also may get a second television station, since Allen B. DuMont Laboratories on July 20 [BROADCASTING, Aug. 1] received a grant for a 1,000-watt video outlet on Channel No. 1. However, no DuMont plans for building the station have been announced.

VISUAL BROADCAST service definitely appeared on the horizon for residents of the nation's capital when NBC on Oct. 3 announced plans for opening television studios in Washington's Wardman Park Hotel. The projected visual broadcast station will be NBC's second, and Washington's first since a decade ago with the demise of the Jenkins experimental operations in mechanical television. Signing the lease for Wardman Park Hotel quarters, including the Wardman Park Theatre, which will become a large video studio, are (l to r) Niles Trammell, NBC president, Alfred H. Morton, NBC vice-president in charge of television, and Thomas D. Carson, president of Washington Properties Inc., representing the hotel interests.

25% of the North Carolina Market at less than 15% of the State Radio Cost!



CAROLINA BROADCASTING SYSTEM

Affiliated with Mutual Broadcasting System

NORTH CAROLINA'S BUSINESS IS GOOD!

Franchise, income, sales and beverage tax collections in North Carolina in July and August, 1940, were 6.1% greater (at same rates) than in July and August, 1939.

That means that Tar Heels are doing more business, making more money, spending more and living better.

GET YOUR SHARE OF THIS INCREASED BUSINESS THROUGH WRAL—WGTM—WFTC—THE HEART OF EASTERN CAROLINA!

Contact GILL MURRAY, Gen. Mgr. WRAL, Raleigh, N. C., or Sears & Ayer, NEW YORK, CHICAGO.

GOOD BYE

To Distribution Worries If You Take This

GOOD BUY

In Spot Radio

Home Town Editor

4:30-4:45 p.m., Mon., Wed., Fri.

5,000,000 AUDIENCE

Guaranteed Distribution and Display of Your Products in 1500 Retail Outlets

NORTH CENTRAL

(Minnesota, No. & So. Dakota)

BROADCASTING SYSTEM

Empire Bank Bldg., St. Paul, Minn.

'Juke Box' Action Is Filed by NAPA

Artists Would Restrain Use Of Nickel Phonographs

THE NATIONAL Assn. of Performing Artists, having already instituted suits against broadcasting companies to prevent them from playing phonograph records unless the recording artists are paid, is now directing its attention for the first time toward the distributors and renters of the nickel-in-the-slot phonographs. On Oct. 4, in Philadelphia, Maurice J. and Herbert A. Speiser, counsel for NAPA, filed three suits in Common Pleas Court against three distributors of "juke boxes" and one restaurant proprietor renting a phonograph.

The defendants named in the suits are: Edward Klein, trading as the Premier Automatic Music Co.; Irwin Newman, trading as the Modern Music Machine Co., and Maurice Finkel and Alexander Weiss, trading as the High Point Amusement Co., joined with Ida C. Rosenblut, trading as the Gay Nineties, a center city cafe. James J. Walker and Fred Waring, president and vice-president, respectively, of NAPA, joined in filing the suits as trustees for the association.

Seeks Split of Profits

The bill in equity, essentially the same in each suit, is designed either to break the "juke box" business or make it split profits with the recording artists who make the phonograph records.

It is charged there are 300,000 "juke boxes" in the nation and that the revenue from them is between $175,000,000 and $200,000,000 a year. Each machine earns upward to about $10 a week and the money is split, they said, by the distributor of the machines and the persons in whose establishments the machines are set up.

Similar suits were instituted against broadcasting stations Sept. 19 in Philadelphia Common Pleas Court, seeking an injunction against KYW [BROADCASTING, Oct. 1].

KRKO Gets Renewal

REVERSING its proposed decision of last June, the FCC Oct. 9 announced that it had granted the application of KRKO, Everett, Wash., for renewal of its license and for voluntary assignment from Lee E. Mudgett to the Everett Broadcasting Co., Inc. It did not take final action, however, on the application insofar as it sought unlimited time on 1370 kc., which was held in abeyance pending decision on the application of KEVR, Seattle, to change frequency from 1370 to 1420 kc. The station operates with 50 watts, but was granted a construction permit to move, install new equipment and increase its power to 100 watts night, 250 watts local sunset, sharing with KEVR.

S. C. JOHNSON & SON Inc., Racine, Wis. (Wax-O-Namel), the week of Oct. 21 will use BMI music exclusively on its daily 8:30-8:45 a.m. *A Brighter World* program on WBBM, Chicago. Selections from the Standard Library Service will be used. Needham, Louis & Brorby, Chicago, handles the account.

EVERYTHING WRONG
KABC Hits a Bad Day When Mistakes Prevail

KABC, San Antonio, on Sept. 20 observed its own individual "Black Friday". With the station scheduled to broadcast dedication ceremonies of the new Alamo Stadium, the KABC continuity department worked like nailers to complete copy for the dedication and double-header football game which followed. In the midst of this travail a new program, to take the air the same night, was dropped in the continuity writers' laps. In the rush and bustle the name of another sponsor popped up twice in continuity for the new program—and went on the air that way. The new sponsor was hopping mad.

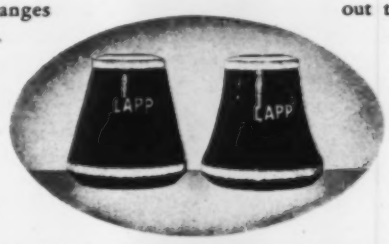
Dave Young, handling commercials for the Smith Motor Sales evening newscast, transcribed his plugs in order to get to the stadium to handle a sportscasting assignment. The transcription backtracked. And another sponsor started kicking. Then just to top off the day, the p.a. system at the stadium created such a feedback the parabolic pickup of dedication speeches was all but ruined.

Fruit Industries Spots

FRUIT INDUSTRIES Ltd., Los Angeles (F I Brand wine), through Brisacher, Davis & Staff, that city, on Oct. 4 started for 10 weeks using daily one-minute transcribed dramatic announcements on WJW, Akron. Firm is also currently using 10 similar spots weekly on KFEL, Denver.

HOW LAPP DOUBLED THE STRENGTH
OF THE PORCELAIN COMPRESSION CONE, WITHOUT CHANGING DIMENSIONS, WALL THICKNESS OR WEIGHT

The advance of modern industrial science has been achieved largely through making minute changes in physical or chemical form to effect tremendous changes in performance characteristics. Consider the matter of steel. *If you know how,* you can take a pound of common nails, add about ⅛ ounce of carbon and make tool steel with double the tensile strength and five times the hardness. • • • As pioneers in radio tower insulation, Lapp men had to develop whole new engineering conceptions. Recognizing early that the tremendous mechanical loads could be carried by porcelain loaded only in compression, they developed the porcelain compression cone for use in all types of footing and guy insulators. And, then, not content with their first efforts along these lines, they set out to improve the design—with the result that by changing slightly the contour of the cone, they *doubled the strength of the insulators.* • • • It's the *know-how* of Lapp engineers that has kept Lapp the dominant force in insulation for radio broadcast. Today, if you contemplate installation of a new transmitter, or modernization of present equipment, you can't afford not to consider Lapp for tower footing and guy insulators, for porcelain water cooling systems, for pressure gas-filled condensers.



Left, early Lapp Compression Cone. Right, curved side compression cone—same dimensions, wall thickness and weight—twice the compression strength of the straight side cone—the design used in all footing and guy insulators (see below) since 1932.

LAPP
INSULATOR CO., INC., LE ROY, N. Y., U. S. A.

THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WFBR, Baltimore

Benrus Watch Co., New York, 364 *sa*, thru J. D. Tarcher Co., N. Y.
Brown & Williamson Tobacco Co., Louisville (Wings), 36 *sa* weekly, thru Russell M. Seeds Co., Chicago.
Fels & Co., Philadelphia (soap), 45 *sp*, thru Young & Rubicam, N. Y.
Grove Labs., St. Louis (Bromo Quinine), 132 *sp*, thru J. Walter Thompson Co., N. Y.
Household Finance Corp., Chicago (loans), 52 *sp*, thru BBDO, Chicago.
International Salt Co., Scranton, Pa., 78 *sa*, thru J. M. Mathes Inc., N. Y.
Justrite Co., Rochester (bird seed), 39 *sa*, thru Richard A. Foley Adv. Agency, Philadelphia.
Maryland Pharmaceutical Co., Baltimore (Rem, Rel), 104 *ta*, thru Joseph Katz Co., N. Y.
Olson Rug Co., Chicago, 18 *t*, thru Presba, Fellers & Presba, Chicago.
Phila. & Reading Coal & Iron Co., 26 *sa*, thru McKee & Albright, Philadelphia.
Potter Drug & Chemical Co., Malden, Mass. (Cuticura soap), 624 *ta*, thru Atherton & Currier, N. Y.
P. J. Ritter Co., Bridgeton, N. J. (food), 26 *t*, thru Clements Co., Philadelphia.

WNEW, New York

General Motors Corp., New York (Chevrolet), 6 *ta* weekly, 2 weeks, thru Campbell-Ewald Co., Detroit.
Oakland Chemical Co., New York (Dioxogen face cream), 3 *sp* weekly thru Kleppner Co., N. Y.
Compagnie Parisienne, San Antonio (perfume), 7 *sp* weekly, thru Northwest Radio Adv. Corp., Seattle.
Dill Co., Norristown, Pa. (Espotabs), 13 *sa* weekly, direct.
Catspaw Rubber Co., Baltimore (rubber heels), 13 *sa* weekly, thru S. A. Levyne, Baltimore.
Westinghouse Electric & Mfg. Co., New York, 10 *sp* weekly, thru Fuller & Smith & Ross, N. Y.
S. A. Schonbrunn, New York (Savarin coffee), 3 *sp* weekly, thru Gussow-Kahn & Co., N. Y.
Gordon Baking Co., Detroit (Silver Cup bread), 6 *t* weekly, thru Barton A. Stebbins Adv., N. Y.

KOA, Denver

Lever Bros. Co., Cambridge (Spry), 11 *sa* weekly, thru Ruthrauff & Ryan, N. Y.
Plough Inc., Memphis (aspirin), 6 *sa* weekly, thru Lake-Spiro-Shurman, Memphis.
Oyster Shell Products Co., New Rochelle, N. Y. (chicken feed), 52 *sa*, thru Brown & Thomas Adv. Corp., N. Y.

KHJ, Los Angeles

Superior Sea Food Co., Los Angeles, 20 *sa*, thru Hillman-Shane Adv. Agency, Los Angeles.
Reid, Murdoch Co., Chicago (Monarch coffee), 5 *sa* weekly, thru W. B. Ross & Associates, Los Angeles.
Brown Military Academy, Los Angeles, 12 participations, thru Lisle Sheldon Adv. Agency, Los Angeles.

WJZ, New York

Seeman Bros., New York (White Rose Tea), 5 *sp* weekly, thru J. D. Tarcher & Co., N. Y.

WIRE, Indianapolis

Stokely Bros. & Co., Indianapolis (food products), 5 *t* weekly, thru Gardner Adv. Co., St. Louis.
Richman Bros. Co., Cleveland (men's clothing), 6 *sp* weekly, thru McCann-Erickson, Cleveland.
National Biscuit Co., New York (Cubs cereal), 3 *sp* weekly, thru Lord & Thomas, N. Y.
Reid, Murdoch & Co., Chicago (Monarch foods), 2 *sp* weekly, thru Rogers & Smith, Chicago.
Vick Chemical Co., New York, 6 *sp* weekly, thru Morse International, N. Y.
Studebaker Corp., South Bend, Ind., 3 *t* weekly, thru Roche, Williams & Cunnyngham, Chicago.
General Electric Co., Indianapolis (Goldentone radios), 6 *sp* weekly, direct.
Beech-Nut Packing Co., New York (Beechies gum), 14 *ta* weekly, thru Newell-Emmett, N. Y.
Welch Grape Juice Co., Westfield, N. Y., 7 *ta* weekly, thru H. W. Kastor & Sons, Chicago.
Standard Oil Co. of Indiana, 14 *ta* weekly, thru McCann-Erickson, Chicago.
Peter Paul Inc., Naugatuck, Conn. (candy), 7 *ta* weekly, thru Platt-Forbes, N. Y.
Standard Brands, New York (Fleischmann's yeast), 14 *ta*, thru Kenyon & Eckhardt, N. Y.

WHK, Cleveland

Walgreen Co., Chicago (drug chain), 8 *sa*, thru Schwimmer & Scott, Chicago.
Commercial Credit Co., Baltimore, 65 *sp*, thru O'Dea, Sheldon & Canaday, N. Y.
Dr. W. B. Caldwell Inc., Monticello, Ill. (proprietary), 52 *sa*, thru Sherman & Marquette, Chicago.

WIP, Philadelphia

Beaumont Labs., St. Louis (4-Way tablets), 110 *sa*, thru H. W. Kastor & Sons, Chicago.
Ex-Lax Mfg. Co., Brooklyn, 134 *sa*, thru Joseph Katz Co., Philadelphia.

WCLE, Cleveland

Dr. W. B. Caldwell Inc., Monticello, Ill. (proprietary), 52 *sa*, thru Sherman & Marquette, Chicago.

WHKC, Columbus

Commercial Credit Co., Baltimore, 39 *sp*, thru O'Dea, Sheldon & Canaday, N. Y.

KFRC, San Francisco

Tea Garden Products Co., San Francisco (food), weekly *sp*, thru Brisacher, Davis & Staff, San Francisco.
Roma Wine Co., San Francisco, 2 *sp* weekly, thru Cesana & Associates, San Francisco.
National Funding Corp., Los Angeles (loans), 5 *sa* weekly, thru Smith & Bull, Los Angeles.
Insurance Management Co., San Francisco, weekly *sp*, thru Allied Adv. Agencies, San Francisco.
Lydia Pinkham Medicine Co., Lynn, Mass. (proprietary), *ta* series, thru Erwin, Wasey & Co., N. Y.
White Labs., New York (proprietary), *ta* series, thru H. W. Kastor & Sons, Chicago.
Electric Appliance Society of Northern California, San Francisco, *sa* series, thru Jean Scott Frickelton Agency, San Francisco.
Gas Appliance Society of Cal., San Francisco, 30 *sa*, thru Jean Scott Frickelton Agency, San Francisco.
Gardner Nursery Co.; Osage, Ia. (seeds), 12 *t*, thru Northwest Radio Adv., Seattle.
Book-a-Week Club, New York, 5 *t*, thru H. C. Morris & Co., N. Y.

WGN, Chicago

Olson Rug Co., Chicago, 3 *sp* weekly, thru Presba, Fellers & Presba, Chicago.
Vick Chemical Co., New York, 3 *sp* weekly, thru Morse International, N. Y.
Grove Laboratories, St. Louis (Bromo-Quinine), weekly *t*, thru Stack-Goble Adv. Agency, Chicago.
Tunis Johnson Cigar Co., Grand Rapids, Mich. (Van Dam cigar), 6 *sa* weekly, thru Spector-Goodman Adv., Chicago.
Sawyer Biscuit Co., Chicago (cookies & crackers), 6 *sa* weekly, thru Neisser-Meyerhoff, Chicago.

KFBB, Great Falls, Mont.

Creomulsion Co., Atlanta (proprietary), 104 *ta*, thru Harvey-Massengale, Atlanta.
Ford Dealers Adv. Fund, 7 *sa*, thru McCann-Erickson, Detroit.
Fuller Paint Co., San Francisco, 52 *ta* thru McCann-Erickson, San Francisco.
Russell Miller Milling Co., Minneapolis, 78 *sp*, thru N. W. Ayer & Son, N. Y.

WINS, New York

K. Arakelian, New York (Mission Bell wines) 60 *ta* weekly, 51 weeks (correct), thru Firestone Adv., N. Y.

"You've gotta admit I've got coverage."

Write for Map: Montana Broadcasters, Box 1956, Butte, Montana.

Pd. Adv.

WGAR, Cleveland

Packer's Tar Soap, New York, 12 *sa* weekly, thru Ivey & Ellington, Philadelphia.
Michigan Mutual Liability Co., Detroit (insurance), 6 *sa* weekly, thru Rickerd Inc., Detroit.
Justrite Co., Philadelphia (bird food), 4 *sa* weekly, thru Richard A. Foley Agency, Philadelphia.
S. C. Johnson & Son, Racine (Wax-o-Namel), 4 *sa* weekly, thru Needham, Louis & Brorby, Chicago.
Campbell Cereal Co., Northfield, Minn. (Malt-O-Meal), 3 *sa* weekly, thru H. W. Kastor & Sons, Chicago.
American Chicle Co., Long Island City (Beeman's gum), 4 *sa* weekly, thru Badger & Browning & Hersey, N. Y.
Wilson & Co., Chicago (Ideal dog food), 3 *sp* weekly, thru U. S. Adv. Corp., Chicago.
Hershel Cal. Fruit Products Co., San Jose (Contadina tomato paste), 2 *t* weekly, thru Aaron & Brown, Philadelphia.
Musterole Co., New York (proprietary), 5 *sa* weekly, thru Erwin, Wasey & Co., N. Y.
E. I. DuPont de Nemours Co., Wilmington (anti-freeze), 3 *sa* weekly, thru BBDO, N. Y.
Dr. W. B. Caldwell Inc., Monticello, Ill. (proprietary), 5 *sa* weekly thru Sherman & Marquette, Chicago.
G. T. Fulford Co., Toronto (Dr. Williams Pink Pills), 2 *sa* weekly, thru Street & Finney, N. Y.

WOR, Newark

Consolidated Cigar Corp., New York (cigars), 3 *sp* weekly, thru Erwin, Wasey & Co., N. Y.
Wheatena Corp., New York (Wheatena cereal), 3 *sp* weekly, thru Compton Adv., N. Y.
Procter & Gamble Co., Cincinnati, 10 *t* weekly, thru Compton Adv., N. Y.
Pilot Radio Corp., Long Island City (Pilot receivers), weekly *sp*, thru A. Loeb Adv., N. Y.
Air Conditioning Training Corp., Youngstown, weekly *sp*, thru National Classified Adv. Co., Youngstown.
Hartz Mountain Products, New York (Bird and Pet products), weekly *sp*, thru George H. Hartman Co., Chicago.
B. T. Babbitt, New York (Bab-O), 3 *sp* weekly, thru Maxon Inc., N. Y.
Roma Wine Co., Fresno, Calif., 5 *sp* weekly, thru Bermingham, Castleman & Pierce, N. Y.
A. Goodman & Sons, New York (noodles), weekly *sp*, thru Al Paul Lefton Co., N. Y.
Beaumont Co., St. Louis (4-Way cold tablets), 3 *sa* weekly, thru H. W. Kastor & Sons Adv. Co., Chicago.
Modern Industrial Bank, New York, weekly *sp*, thru Metropolitan Adv. Co., N. Y.

WQXR, New York

Conti Products Corp., N. Y. (Conti's soap, shampoo and face cream), 5 *t* weekly, thru Bermingham, Castleman & Pierce, N. Y.
Vick Chemical Co., Greensboro, N. C. (Vicks Vaporub and Vatronol), 5 *sa* weekly, 26 weeks, thru Morse International Adv., N. Y.

WHOM, Jersey City

Bilbara Publishing Co., New York (Movie Life magazine), *sa* series, 13 weeks, direct.
Petri Cigar Co., San Francisco (Van Camp and La Natividad cigars), 6 *sp* weekly, thru Piedmont Agency, N. Y.

KFI, Los Angeles

Ford Motor Co., Dearborn, Mich. (motor cars), 7 *ta*, thru McCann-Erickson, Detroit.
Armand Co., Chicago (face powder), 65 *sa*, thru Russel M. Seeds Co., Chicago.

KYA, San Francisco

7-Up Bottling Co., San Francisco, 6 *sa* weekly, thru Allied Adv. Agencies, San Francisco.
Vitax Dog Food Co., San Francisco (pet food), weekly *sp*, direct.

Radio Advertisers

FIVE large Indianapolis stores have been signed by WIRE as regular advertisers. L. S. Ayres Co., recently started a daily news period 5:30-5:45 p.m. H. P. Wasson & Co. is using spot announcements. William H. Block Co., in addition to morning newscasts, resumed its Saturday morning *Children's Hour*, competitive amateur performances, and its Saturday afternoon *High School Scholarship Hour*. L. Strauss & Co., started *College Circle*, featuring Louise Edwards, Sunday 12-12:15 p.m. George J. Marott Shoe Co., continues the nightly organ and song program featuring Dessa Byrd and Dick North, vocalist.

BREMMEN BROS., Chicago (Elfin crackers), on Oct. 1 started five-weekly station-break announcements on WGN, Chicago. Contract is for 52 weeks. Firm in addition is using daily spot announcements for 26 weeks on WLS, same city. McJunkin Adv., Chicago, handles the account.

JOHN B. CANEPA Co., Chicago (Red Cross marcaroni products), on Oct. 9 started a 13-week schedule of half-hour variety programs, *Melody Street*, featuring Harold Stokes' orchestra and guest soloists on WGN, Chicago, Wednesday, 7-7:30 p.m. (CST). Show is being fed on MBS lines to WKRC, Cincinnati. J. Edward Long, Adv. Agency, handles the account.

BEAUMONT Co. (sub. of Grove Labs.), St. Louis, Mo. (4-Way cold tablets), on Oct. 7 started a 26-week schedule of one-minute transcribed announcements on 95 stations. Contracts were placed through H. W. Kastor & Sons, Chicago.

POLLACK & NIELSON, Chicago (Winser clothes), on Sept. 29 started a weekly quarter-hour musical program on WIND, Gary. Program for 13 weeks, Sunday 11-11:15 a.m., is handled by Norm Pierce. Firm started similar program Sept. 16 for 52 weeks on WAAF, Chicago, featuring Joel Douglas. Agency is Morris & Davidson, Chicago.

TWIN CITY SHELLAC Co., New York is using spot announcements on WMCA and WHN, New York, to advertise Dan-Lee floor polish and wax. It is sponsoring 3 announcements weekly on WMCA and one weekly on WHN. Contracts for one year with each station were signed by Devine Adv., New York.

AMERICAN CHICLE Co., Long Island (Chiclets), on Oct. 5 expanded its advertising schedule on WABC, New York, from daily minute and a half announcements, which it used one week, to a single quarter-hour news period weekly. Jack Knell, CBS announcer, tells the news Saturday afternoons prior to Ted Husing's broadcasts of football games on CBS. Agency is Badger & Browning & Hersey, New York.

NELSON BROS. Co., Chicago (furniture), consistent user of local radio, on Sept. 30 started *10:15 at the Blackhawk* in a six-weekly quarter-hour series on WGN, Chicago. Program originates at the Blackhawk Restaurant. Contract for 52 weeks was signed by George H. Hartman Co., Chicago.

HOTEL ABBEY, New York, has started a test campaign of news programs and transcription announcements on three New England stations. If the test succeeds in bringing business to the hotel more stations will be added, but probably not until the first of next year, to include most of the Atlantic Coast cities. Burke Publicity Bureau, agency handling the account, has lined up WORL, Boston, to carry a news program; WSPR, Springfield, and WNBC, New Britain, for the announcements.

QUAKER OATS Co., Chicago, which has advertised its cereal products in Puerto Rico for several years, is continuing to do so with the Spanish program *Murder in 400* which it recently bought from the Script Library, New York. Program in 26 episodes will start in October on WKAQ, San Juan. Translation is being made by National Export Adv., New York, which handles the account.

FITZPATRICK BROTHERS, Chicago (soap & soap flakes), on Sept. 30 renewed its six-weekly quarter-hour *Meet the Missus* program on WBBM, that city, for 52 weeks. Program features Tommy Bartlett. Neisser-Meyerhoff, Chicago, is the agency.

FLAMINGO SALES Co., Los Angeles (nail polish), consistent user of spot radio, on Sept. 29 started for 52 weeks using three live announcements weekly on KFI, that city, and a similar number on KPO, San Francisco. In addition the firm is using six announcements weekly on KECA, Los Angeles. Agency is Milton Weinberg Adv. Co., Los Angeles.

McCOLL-FRONTENAC OIL Co. Ltd., Toronto, is bringing into Canada on CFRB, Toronto, the Fred Allen show sponsored by Texaco. Account was placed by A. McKim Ltd., Toronto.

Rival Expands

RIVAL PACKING Co., Chicago (Rival dog food), in September expanded its radio activities to include six-weekly temperature report announcements on WBBM, Chicago, and six-weekly ten-minute participation periods on the *Musical Clock* program of WCAU, Philadelphia. Both contracts are for 52 weeks. The company has had a daily early morning period on KDKA, Pittsburgh, for the last four years. Chas. Silver & Co., Chicago, handles the account.

ADOHR MILK FARMS, Los Angeles (dairy products), frequent user of radio time, is sponsoring a thrice-weekly quarter-hour informal quiz, program, *Flying Football*, on KHJ, that city. Contract is for 13 weeks ending Dec. 25. Mike Frankovitch, sports commentator, conducts the series, interviewing football authorities on forthcoming games. Twice weekly part of the broadcast is devoted to football kicking contests, with high school students as participants, and prizes awarded. Thomas Conrad Sawyer is producer for Lord & Thomas, Hollywood, agency servicing the account.

EAGLE OIL & REFINING Co., Santa Fe Springs, Cal., (Golden Eagle gasoline), on a 26-week contract ending March 22, 1941 is sponsoring a thrice-weekly 10-minute news program, *Sports Reviews* with Braven Dyer, commentator, on KNX Hollywood. Current series devoted to football has a contest angle. First prize of $50 in cash and 99 other awards consisting of the sponsor's product, has the account.

PHONOLA RADIO Co., Kitchener, Ont. (radio receivers), has started a Sunday musical program with songs by Eddie Allen on CFRB, Toronto. Account was placed by Richardson-Macdonald Adv. Service, Toronto.

THRIFTY DRUG Co., Los Angeles (chain), a consistent user of Southern California radio, on Oct. 7 started for 52 weeks six early morning and seven evening 15-minute newscasts weekly on KFWB, Hollywood. Firm on Sept. 29 started sponsoring a six-weekly quarter-hour news analysis program, *Inside the News*, on KFI, Los Angeles, under a 52-week contract, and also currently sponsors, five times a week, a 15-minute newscast on KECA, that city. In addition, Thrifty is using spot announcements, on a scattered schedule, on KFI KECA KHJ KNX KFVD KMTR KGFJ KIEV. Milton Weinberg Adv. Co., Los Angeles, is agency.

THE VALUE OF INFORMATION IS MEASURED BY ITS RELIABILITY

Nine words—defining a basic principle that for eight years has permeated the work of the John Blair organization in its relations with advertisers, agencies and radio stations.

JOHN BLAIR & COMPANY

National Representatives of Radio Stations

CHICAGO	NEW YORK	DETROIT	ST. LOUIS	LOS ANGELES	SAN FRANCISCO
520 N. Michigan Ave.	341 Madison Avenue	New Center Building	455 Paul Brown Building	Chamber of Commerce Bldg.	608 Russ Building
SUPerior 8659	Murray Hill 9-6084	Madison 7889	Chestnut 4154	Prospect 3584	Douglas 3188

BOOK-A-WEEK CLUB, New York, has been using five-minute transcriptions five times weekly for several weeks on WHDH, Boston, and WCPO, Cincinnati, to describe its services and attract members. Agency is H. C. Morris & Co., New York.

COOK COUNTY Distributors, Chicago (used cars), on Oct. 6 started a weekly quarter-hour series, *Tod Hunter's News Review*, on WBBM, Chicago. Program is heard Sunday, 11-11:45 a.m. Account was placed direct.

HUB DEPARTMENT STORE, Steubenville, O., has contracted for 52-week sponsorship of two United Press news programs daily on the new WSTV, Steubenville, effective Oct. 22, when the station is scheduled to open officially.

National Defense Program brings 25,000 new people and hundreds of thousands of dollars to Savannah area. We sell this market . . . at the lowest per person cost of any medium.

WSAV
SAVANNAH
National Representatives
GEORGE P. HOLLINGBERY CO.

A CORSAGE to assuage the agonies of fatherhood goes to Charlie Fisher (right), manager of the Kansas City Bond Clothing Stores. Sam H. Bennett, sales director of KMBC, Kansas City, does the honors in pinning the doilied bloom on the lapel of the recent papa. The corsage came from Walter J. Neff, president of Neff-Rogow Agency, New York. Concurrently celebrated was the first anniversary of Bond's sponsorship of a KMBC newscast, placed by Neff-Rogow.

SUPREME BAKERY Co., Los Angeles (Town Talk Bread), has started sponsoring a six-weekly quarter-hour newscast on KECA, that city. Program features Pat Bishop as commentator, and contract is for 52 weeks, having started Sept. 30. Firm also uses spot announcements on KNX, Hollywood, and contemplates using other radio during late fall. Agency is Olian Adv. Co., St. Louis.

KAVANAGH FOODS Ltd., Toronto (Toasted Prairie Nuts), started Oct. 1 a weekly transcribed quarter-hour program *The In-Laws* on CHSJ, St. John, N. B., and CHNS, Halifax. Account was placed by Richardson-Macdonald Adv. Service, Toronto.

SALERNO-MEGOWEN Biscuit Co., Chicago (cookies), on Oct. 6 started a weekly quarter-hour program *The Kick Off* on WGN, Chicago. Bob Elson, sports announcer, gives intimate slants and inside information on the plays and players, as well as predictions. Program is heard Saturdays just preceding broadcasts of college football games. Agency is Schwimmer & Scott, Chicago.

ASSOCIATED GROCERY Industries Council, Chicago, comprising 1,262 independent grocers in the Chicago area, on Oct. 1 started *Your Friendly Grocer* thrice-weekly quarter-hour early morning show on WBBM, Chicago. Tom Moore, heard on the CBS Sunday feature *Design for Happiness* is m.c. Agency is Newby, Peron & Flitcraft, Chicago.

WGN, Chicago, on Oct. 3 started one-minute spot announcements thrice-weekly on the *June Baker Home Management* program for Nestle's Milk Products, New York (Nescafe). Contract is for 13 weeks. Agency is Leon Livingston Adv., San Francisco. Henry C. Lytton & Sons, Chicago (The Hub), on Oct. 12 started *The Boys' Parade*, a weekly half-hour boys' program which originates at the company's downtown store Saturdays, 9-9:30 p.m.

ROOS BROTHERS, San Francisco (clothing store chain) on Oct. 7, started sponsorship of *Who Done It?* murder drama with audience participation on KFRC, San Francisco, Tuesdays—8:30-9:00 p.m. (PST). Account placed through Lord & Thomas, San Francisco.

CANNELL & CHAFFIN, Los Angeles (decorators), seasonal user of spot announcements, through Heintz, Pickering & Co., that city, has started a weekly half-hour panel discussion program, *So You Think You Know History?* on KMPC, Beverly Hills, Cal. Contract is for 13 weeks, having started Sept. 29. Clete Roberts presides over the discussion, which is conducted by three well known Southern California college professors. Alan Cameron produces.

POSTAL UNION Life Insurance Co., Hollywood (insurance), new to radio, and placing direct, in a test campaign is sponsoring twice-weekly Homer Griffith's *Friendly Philosopher* program on KFI, Los Angeles. Contract is for 13 weeks, starting Oct. 14.

CANADIAN CANNERS, Hamilton, Ont. (canned foods), on Oct. 14 started a thrice-weekly dramatized transcribed spot announcement campaign on nine Canadian stations, with gift offer tieup. Account placed by Russell T. Kelly Ltd., Hamilton.

NATIONAL HOME PRODUCTS Co., New York (KM cleanser), on Oct. 7 started a thrice-weekly series titled *Know Yourself* on WMCA, New York, in the 8:15-8:30 p.m. period vacated on that date by the news programs of Elliott Roosevelt, who has given up radio work to join the Army. The program is conducted by Harry Balkin, who analyzes the vocational capabilities of the radio audience and the personalities of people in the news. Agency is J. W. Pepper, New York.

DR. L. D. LEGEAR MEDICINE Co., St. Louis (Nicotine Kamala pills & Poultry Worm Powder), on Sept. 30 started a 13-week thrice-weekly quarter-hour transcribed series on WLW, Cincinnati, and WDZ, Tuscola, Ill. On the same date it started a 26-week schedule of six-weekly quarter-hour *News Roundup* programs on XEAW, Reynosa, Mexico, replacing is *Melody Roundup*, hillbilly show which had been on the station a year. Cramer-Krasselt Co., Milwaukee, is agency.

CALIFORNIA COMMERCIAL College and McKay Business College, Los Angeles, new to radio, through Ted Dahl Adv. Agency, has started using thrice-weekly participations in Al Jarvis' recorded *Make Believe Ballroom* on KFWB, Hollywood, and a similar number each week in the *Andy and Virginia* program on KMPC, Beverly Hills, Cal. Firm also uses 20 transcribed one-minute announcements weekly on KMTR, Hollywood.

BIG STORE YIELDS
Hecht Co. Enters Radio With Baukhage Series

IT TOOK David Stein, radio director of Kal Advertising, Washington, D. C. agency, five years to persuade The Hecht Co., major department store of the capital city, to utilize radio as a primary medium. He consummated in early October a deal whereby Hecht, which also operates a big store in Baltimore, will sponsor Baukhage, noted NBC commentator, locally over WRC nightly except Sundays from 6:30 to 6:40 o'clock starting Oct. 28. This is the first such feature ever to be purchased by a Washington department store, and is believed to be one of the first sponsor tieups of its kind in radio.

Baukhage

Baukhage (H. V. Baukhage) is a newspaperman of long experience, and during the first week in October has been doing a personal appearance in the local Palace Theater in connection with the showing of the film "Foreign Correspondent". He formerly was a newspaper correspondent in Paris and London, and early in the present war visited Berlin as an NBC commentator. In early October he gave a series of lectures in various Pennsylvania cities.

Dr. Lambert Resumes

DR. J. E. LAMBERT Ltd., Montreal (proprietary), has resumed its radio activities with the quarter-hour transcribed *Memoirs of Dr. J. E. Lambert*, in French and English, for 26 weeks on 18 Canadian stations. The English program is heard weekly on CBM, Montreal; CHNS, Halifax; CJCB, Sydney; CJLS, Yarmouth; CFCY, Charlottetown; CKCW, Moncton; CHNC, New Carlisle; CKGB, Timmins; CKSO, Sudbury; CKOC, Hamilton; CKCL, Toronto. The French program is presented twice-weekly on CKAC, Montreal, and recorded there for CHRC, Quebec; CBJ, Chicoutimi; CKCH, Hull; CHNC, New Carlisle; CKSO, Sudbury; CKGB, Timmins. Agency is J. E. Huot, Montreal.

Soble's Amateurs

ROYAL CANADIAN TOBACCO Co., Toronto, on Oct. 13 started *Ken Soble's Amateurs* on CFRB, Toronto; CBL, Toronto; CFRC, Kingston, Ont.; CKCO, Ottawa; CFCF, Montreal; CHML, Hamilton, Ont., and in French on CKAC, Montreal; CHRC, Quebec; CHLN, Three Rivers, Que.; CHLT, Sherbrooke, Que., Sunday, 12:30-1 p.m. (EDST). Repeats on transcriptions are carried the following Sundays on CFCN, Calgary; CHSJ, St. John, N. B.; CJRC, Winnipeg; CJOR, Vancouver. Agency is Metropolitan Broadcasting Service, Toronto.

ARTHUR GODFREY, conductor of the early-morning *Sun Dial* on WJSV, Washington, and a lieutenant commander of the U. S. Naval Reserve, on Oct. 27 will be m.c. of a CBS Navy Day broadcast. The CBS program is to feature addresses by Admiral Harold R. Stark, Chief of Naval Operations, and Secretary of the Navy Frank Knox.

DON'T GET LOST at THE CROSSROAD!

Take the right road to complete coverage of the great Detroit market via CKLW! This station's 5,000 watt power, day and night insures strong, clear coverage to the farthest reaches of this important area. Our program showmanship, alertness to local trends, and live-wire community spirit means a big, loyal audience among the able-to-buy families you want to reach. If you want the right road to complete, thrifty coverage of America's 4th market, you want CKLW!

CKLW
5000 WATTS DAY and NIGHT • CLEAR CHANNEL
Representative: Joseph Hershey McGillvra
MUTUAL BROADCASTING SYSTEM

TRANSCRIPTIONS

STANDARD RADIO announces the following new and renewal subscribers to its Standard Program Library Service: WBNY, Buffalo; WDGY, Minneapolis; WHDH, Boston; KYAN, Cheyenne; KTKC, Visalia, Cal.; WIZE, Springfield, O.; KFOX, Long Beach, Cal.; WDAE, Tampa.

GRAND-MELVILLE Co., Hollywood radio production unit, has established offices at 8782 Sunset Blvd., that city. C. C. Beem is manager, with C. E. Melville as executive producer. Steven Wilkinson is program director.

EARNSHAW RADIO PRODUCTIONS, and Earnshaw-Young has moved its offices from downtown Los Angeles, to 1675 N. St. Andrews Place, Hollywood.

WCNW, Brooklyn, has signed Federal Transcribed Programs Inc., New York, to make a series of 13 quarter-hour transcriptions on Pan-American travel which it is offering to other stations. Selling point is that stations will be able to get steamship companies and travel bureaus to sponsor the series. Clive Davis, WCNN news commentator, does the narrations. Series was to start on WCNW Oct. 15.

ERECTION of a synchronous booster station in Wilkes-Barre, Pa., is proposed in an application filed with the FCC Oct. 8 by WBRE of that city. The station seeks a construction permit for the booster to be operated on 1310 kc. with 100 watts unlimited time, synchronous with the present 250-watt WBRE transmitter on that frequency.

IF HITLER HAD WHAT EAST TEXAS HAS HE MIGHT? WIN THE WAR

KFRO
"Voice of East Texas"

. . . Yes sir, Longview is setting on top of the world's largest oil field; where 1,000,000 people live with *ready cash* to spend for the things they want to buy. That's why KFRO belongs on your next schedule.

For complete market information consult James R. Curtis, Longview, Texas, or our National Representatives.

COVER East Texas from the CENTER

COLUMBIA RECORD APPOINTS MURRAY

JAMES W. MURRAY, whose background in the phonograph record industry includes seven years in Japan, has been appointed executive vice-president and general manager of Columbia Recording Corp., CBS subsidiary, according to Edward Wallerstein, president.

Mr. Murray

Entering the recording field in 1928 as comptroller of the old Columbia Phonograph Co., Murray left in 1932 to go to Japan as vice-president, treasurer and director of Nipponophone Co. Ltd., Japanese record manufacturer. When the company was sold in 1935 to Japan Industries Co., largest holding company in the Orient, Murray became managing director of Nipponophone and advisor to the holding company in general affairs.

The following year he returned to America to negotiate the merger between Nipponophone and the RCA Victor Co. of Japan, subsequently becoming managing director of the combined companies. Resigning that position in 1939, he returned to New York as a representative of various foreign interests, which work he is now dropping to devote his full time to CRC. He will make his headquarters at the company's Bridgeport plant.

Gospel Series Returns

GOSPEL BROADCASTING, Assn., Los Angeles (religious), in early October started its sixth consecutive year of broadcasting and is sponsoring the weekly *Old Fashioned Revival Hour* on 145 Mutual-Don Lee stations, Sunday, 9-10 p.m. (EST), having added 75 new outlets to its list this fall. In addition the association is using transcribed versions of the program on 65 independent stations nationally. It is being shortwaved via WLWO, Cincinnati, to South America, having started Oct. 13 for 52 weeks. The program is also released in transcribed form on CJCX, Sidney, Nova Scotia; HP5K, Colon, Panama; HCJB, Quito, Ecuador; KZRH, Manila, and in Havana, Puerto Rico as well as Honolulu. R. H. Alber Co., Los Angeles, is agency.

WHOM's

(*New Western Electric*)

1,000 WATT TRANSMITTER NOW ON THE AIR

New York City's Outstanding Foreign Language Station

JOSEPH LANG, Mgr.
New York Office & Studios
29 W. 57th St., N. Y.

IRNA-Net Group

(*Continued from page 24*)

in this direction has been requested. Affiliates were asked to make recordings and notify the committee of instances where they think such courtesies are being abused.

Similarly stations were requested to keep their affiliate committees informed regarding station-break and trailer announcements, and to make recordings of instances which appear to depart from the new trailer practice. The negotiating committees, it was emphasized, wished to follow up this development and support the networks in efforts to work out the problem with advertisers.

Appreciation also was expressed to the networks on the manner in which they are giving increased recognition and credit to affiliates which carry sustaining programs of a public service nature. The networks now are mentioning their affiliated stations on such programs at rather frequent intervals.

Emphasis was placed upon the fact that affiliates can hardly expect networks to conform to standards different from those enforced by the affiliates in local business. Affiliates were asked to send their NBC comments to Mr. Morency and the CBS comments to Mark Ethridge. Members of the Executive Committee signing the Oct. 5 letter were Messrs. Rosenbaum, Morency, Campbell, Elias, Lounsberry, and H. K. Carpenter, WHK, Cleveland.

JACK BENNY CHARLIE McCARTHY "FIBBER McGEE & MOLLY" "KRAFT MUSIC HALL" BOB HOPE "ONE MAN'S FAMILY" KAY KYSER "INFORMATION PLEASE" "FITCH BAND WAGON" EDDIE CANTOR BURNS & ALLEN "THE ALDRICH FAMILY" "GOOD NEWS OF 1940" RUDY VALLEE ALEC TEMPLETON "NATIONAL BARN DANCE" "CITIES SERVICE HOUR" "DR. IQ" "VOICE OF FIRESTONE" H. V. KALTENBORN RICHARD HIMBER FRED WARING "SHOW BOAT" "ESSO NEWS" and NUMEROUS OTHER FINE SHOWS

KYW is the Philadelphia Station which brings the Nation's Leading Programs (NBC-RED) to 8 1/2 Million Listeners in America's 3rd Market!

WESTINGHOUSE
KYW
"RED network station in PHILADELPHIA"
Represented by NATIONAL BROADCASTING CO

In Chicagoland
300,000 Lithuanians
Listen and Respond to
THE LITHUANIAN HOUR
Over 5,000 Watt WHIP
10:00 to 11:00 A.M. daily
• • •
A few facts:
1. Rated No. 1 program by 87% of people canvassed in survey of 25,000 Lithuanian homes.
2. Drew 53,221 letters in December, 1939.
3. Five current participants have been represented a total of 19 years.
• • •
for participation details, write
SALTIMIERAS
RADIO ADVERTISERS
6912 S. Western Avenue
Telephone: Prospect 4050
CHICAGO, ILL.

Record of Sponsor Radio Expenditures Shows Power of Medium, Karol Claims

"JUST TEN YEARS ago the total amount spent on network advertising was $19,000,000. Last year over $83,000,000 was spent for network facilities—an all-time high," John J. Karol, CBS market research counsel, told the Production Men's Club of New York Oct. 1, in an address on "Ten Years of Radio Research".

Mr. Karol

Pointing out that $83,000,000 is "neither hay nor a measure of businessmen's suppressed desire to get into the show business," Mr. Karol continued: "It is an investment of private capital, an investment that must be returned in full and with generous interest before there will be any reinvestment. For years there has not only been reinvestment but increased investment. The simple year-to-year record of expenditures of advertisers for radio broadcasting during the past ten years is perhaps the most convincing illustration of the effectiveness of radio advertising.

Food and Radio

"The food industry, for example, showed a 120 per cent gain in network radio during the past ten years and last year food advertisers spent $24,600,000 for network time alone. The percentage of gains for other industries are almost two striking to quote, so to be conservative let me give you a few dollar-volume figures of radio expenditures during the past five years: The big-three soap advertisers, for example—Lever Brothers, Colgate-Palmolive-Peet, Procter & Gamble—increased their buy of network time from $4,000,000 in 1935 to approximately $15,000,000 in 1939; the cigarette and tobacco industry increased from $3,400,000 in 1935 to $11,600,000 last year; and the drug and cosmetic industry, one of radio's largest users from the very first, has advanced year to year, going from $15,900,000 in 1935 to $22,400,000 in 1939. (As you know, many advertisers in this latter classification are not acceptable to the major networks.)

"In looking through the list of advertisers using our facilities in 1930 as compared with last year, we note a number of interesting changes. For example, ten years ago two categories of advertisers—radio set manufacturers and publications—accounted for about 30 per cent of our total revenue. Last year advertisers in these classifications amounted to less than 1 per cent of our total billing. On the other hand, the automobile industry in 1930 accounted for about ½ of 1 per cent of our revenue, whereas last year the automobile industry accounted for 6½ per cent of our billing, increasing from $31,000 to $2,200,000.

Got Going in 1930

"Daytime broadcasting was just getting under way in 1930. It amounted to slightly over $1,000,000, or about 1 per cent of our total revenue. Last year advertisers spent over $12,000,000 for CBS facilities prior to 6 p.m. and that amounted to over 35 per cent of our total revenue—in other words, over 1000 per cent increase in daytime broadcasting on CBS. Daytime advertising was considered highly experimental ten years ago and even certain nights of the week were considered poor. For example, Sunday night was thought to be an off-night in radio until it was popularized by Chase & Sanborn with Eddie Cantor, Major Bowes and other headliners. Current surveys indicate that Sunday evening is the peak of the week in terms of sets in use. Another interesting point is that advertisers shied away from program competition in 1930, whereas the recent Crossley reports indicate that six out of the ten leading hour programs compete directly with one another.

Typical

FAVORITE program of the typical American family is *Your Hit Parade*, which American Tobacco Co. sponsors on CBS each Saturday night for Lucky Strikes. At least that's the choice of the Albert H. Karges family of Evansville, Ind., and this family — father and mother and two children, a boy 12 and a girl 8—was chosen the typical American family and spent a week living in the model FHA house at the New York World's Fair, with time off Saturday night to join the studio audience at their favorite program.

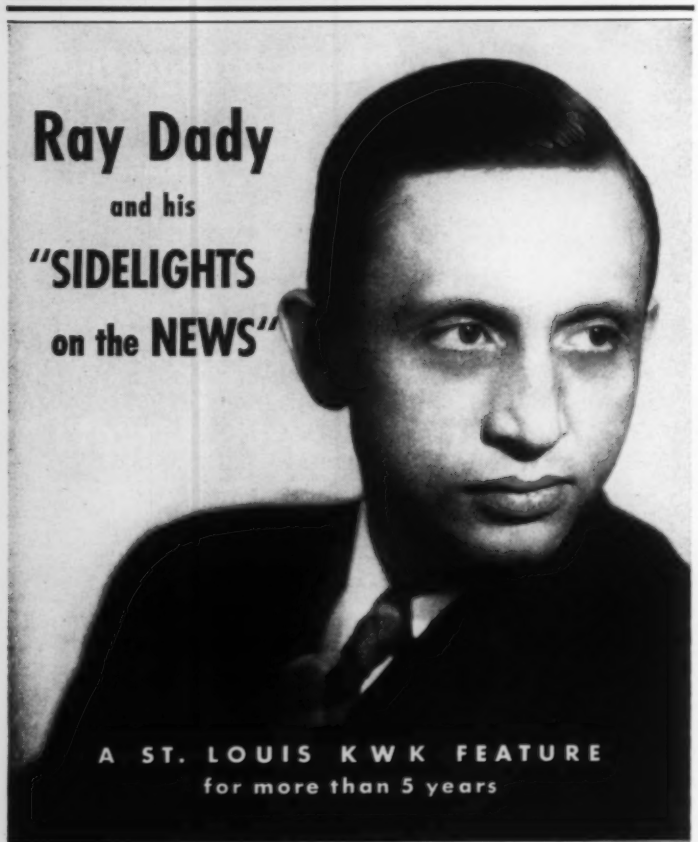
"Now what about radio programs ten years ago compared with today? What were some of the favorite programs in 1930? Head and shoulders above the rest were *Amos 'n' Andy*, with a popularity rating that has been exceeded only once since that year. Other leaders in approximate order of their popularity, were the Squibb program with Will Rogers, the *Fleischman Hour* with Rudy Vallee, the *Palmolive Hour* with Olive Palmer and Paul Oliver, the *Collier's* program, the *General Electric Hour* with Floyd Gibbons, the General Motors program with Don Voorhees, the *Lucky Strike Hour* with B. A. Rolfe's orchestra, the *Ever Ready Hour, Real Folks, Maxwell House, Cities Service, Atwater Kent, Armstrong Cork, A. & P. Gypsies, Cliquot Club Eskimos*, and the *Interwoven Pair* with Jones and Hare.

"Many of the sponsors of these early favorites are still on the air but only two of these programs are still in substantially their original form—*Amos'n' Andy* and the *Cities Service Concert Hour*, and the latter has been cut to a half-hour program. Among other familiar programs on the air in 1930 were Kate Smith for La Palina, Floyd Gibbons for *Literary Digest*, *Seth Parker* and *Show Boat*, both sustaining programs at that time.

CAB Report on Leaders

"Now what about the programs of today? The latest comprehensive report of the Cooperative Analysis of Broadcasting—the so-called Crossley survey—indicates that these programs were among the evening leaders in popularity; *Chase & Sanborn, Jack Benny, Lux Radio Theatre, Kraft Music Hall, Major Bowes, Fred Allen, Kay Kyser, Good News, One Man's Family, Kate Smith, Fibber McGee and Molly* and *Bob Hope*.

"Some of you may assume from the figures I gave you regarding tremendous increase in expenditures for network time that the cost of broadcasting has similarly increased. Let me give you just a few figures to prove that the reverse is actually true. In 1930 CBS had 61 stations and provided primary coverage of 7,600,000 radio homes. In 1940 CBS comprises 118 stations providing primary coverage of 27,552,000 radio families, an increase of 259 per cent since 1930. Now if we compute the gross cost per 1,000 radio families in Columbia's primary listening areas on the basis of the half-hour evening rate, plus 50 per cent of time for talent cost, we find that the average cost per 1,000 radio families in 1930 was $1.48 as compared with 77c per 1,000 radio families in 1940, or a drop of 48 per cent.



Omar Using 22

OMAR Inc., Omaha, on Sept. 16 started a four-week campaign, to run alternate weeks, of one-minute spot announcements, thrice-daily and three days weekly, on 16 stations for its Omar Flour. Also, a similar campaign for its bakery products started Sept. 23 on six stations. Stations promoting the flour include KOA WLS KMMJ KGNF KVRS KOB WSAU WMT WTMJ WHO WOWO WNAX KDFN KFXJ KGKY WCBS; bakery division—WTMJ KFIZ WHBU WIRE WHBL WLBC. Lyle T. Johnston Co., Chicago, handles the account.

FREE FOOD for radio editors in and around New Orleans came recently when George Crandall, CBS assistant director of publicity, arrived for a visit to the city and WWL, CBS outlet, and played host at a luncheon. Grouped for this picture at the function are (l to r, seated) Mr. Crandall and Rev. F. A. Cavey, S. J., faculty director of WWL; (l to r standing) A. Louis Read, WWL commercial manager, Jimmie Willson, program manager, W. H. Summerville, general manager, Henry Dupre, director of publicity and special events for the New Orleans station.

Salute to WWVA

WWVA, Wheeling, W. Va., in addition to carrying broadcasts of college football games, regularly broadcasts play-by-play accounts of Ohio Valley high school games as well as devoting two sports programs weekly to prep school scores and comment. As a surprise gesture of appreciation to WWVA on Oct. 4 the 60-piece band of Martins Ferry, O., saluted the station on the gridiron between halves of the Wheeling-Martins-Ferry game. Strutting about in colorful lumberjacks and gold and blue straw hats before a crowd of 7,000, the band went through a marching routine climaxing when the entire band formed the letters "WWVA" in the middle of the playing field.

N. Y. Hockey Sponsored

PABST SALES Co., Chicago (Blue Ribbon beer), will sponsor all home hockey games of the National Hockey League on WHN, New York, when that station starts play-by-play descriptions of the Rangers and Americans contests for the second successive year on Nov. 14. Bert Lee will be at the microphone with Dick Fishell handling color from Madison Square Garden, New York. Pabst also will sponsor the Stanley Cup playoffs on WHN at the end of the season. Lord & Thomas, Chicago, is the agency. A special broadcast, saluting the two teams, was heard on WHN Oct. 10, featuring Col. John Reed Kilpatrick, president of the Garden, and Ed Morris, Pabst vice-president.

Carey Salt Test

CAREY SALT Co., Hutchinson, Kan., on Sept. 30 started a ten-week schedule of daily one-minute transcribed announcements on WIBW, Topeka, Kan.; WMT, Cedar Rapids, Ia.; WKY, Oklahoma City; WHO, Des Moines, and WOW, Omaha, on behalf of its stock and meat curing salt. Late in October the commercials will switch to Carey's Table Salt and special premiums will be offered to housewives. Additional stations may be used at that time. McJunkin Adv. Co., Chicago, handles the account.

WOR LIGHT TESTS
Poppele Using Beam to Carry Waves Across City

A BEAM of light, originating on the roof of WOR's studio building at 1440 Broadway, New York, and ending more than a mile away at 444 Madison Ave., site of W2XOR, WOR's FM transmitter, will be used experimentally to carry programs from studio to transmitter. Principle of using light to transmit music is well known and has often been used in scientific shows such as the General Electric "House of Magic", but this is believed to be its first adaptation for actual broadcasting.

The light beam is being set up as an emergency circuit in case of mishap to the existing telephone wire link and the research will also include work with fog-piercing infrared rays for use in weather that would block normal white light, according to J. R. Poppele, WOR chief engineer.

Nova-Kelp in Canada

NOVA-KELP, Ltd., Toronto (health food) started on Oct. 7 a thrice-weekly transcribed spot announcement campaign on 12 Canadian stations. Transcriptions were cut by Radio Centre, Toronto, and account placed by Benison Co., Toronto.

'DIVORCE' SERIES MOVES TO MUTUAL

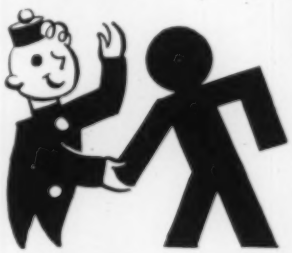
THE *I Want A Divorce* program, sponsored cooperatively by the Food & Beverage Broadcasters Assn., previously scheduled to start over a nationwide CBS network Oct. 18, has been shifted to the entire Mutual network of about 150 stations, starting the same date, Emil Brisacher of Brisacher, Davis & Staff announced Oct. 7 in San Francisco.

The program will be heard at 9:30 p. m. (EST) Fridays with repeat for the Pacific Coast at 8:30 p. m. (PST). Joan Blondell will star.

On Oct. 7, 39 Mutual stations had been signed to carry the program under cooperative sponsorship, with the list expected to be considerably enlarged before the series starts.

Tea Garden Products Co., San Francisco (food products), will sponsor the series on 31 Don Lee-Mutual stations on the Pacific Coast. Acme Brewing Co., San Francisco, will sponsor via transcription, on KGMB, Honolulu; KHBC, Hilo; KLO, Ogden, Utah, and KGBU, Ketchikan, Alaska.

Other cooperative sponsors include: Shefford Cheese Co., Green Bay, Wis., on WGN, Chicago; Vess Beverage Co., St. Louis (Whistle and Cleo Cola), on KWK, St. Louis; C. F. Mueller Co., New York (macaroni products), on WOR, Newark, and Holmes Bakery on WOL, Washington. *I Want A Divorce* will originate in Hollywood. Agency is Brisacher, Davis & Staff, San Francisco.



OPEN LETTER

To The Boys At Weed & Co.—

". . . You're doing a fine job of Spot Broadcasting in Canada, fellows— . . . and when you're selling Canada's Third Market, don't forget to stress that *on both Standard and Short Wave bands, CKWX-CKFX serves more of British Columbia than any other Vancouver outlet!"*

1000 watts
950 KC

CKWX-CKFX (Short Wave)

Vancouver, Canada

U. S. Representatives: WEED & COMPANY

IN BALTIMORE IT'S WFBR

NATIONAL REPRESENTATIVES EDWARD PETRY & CO.

ON THE NBC RED NETWORK

BIG SHOWS *mean* Guaranteed Audience

Just check the WSPD Schedule

—and it's easy to see why so many National advertisers use this station to cover Northwestern Ohio and Southern Michigan.

NBC Basic Red

★

5000 Watts

★

Represented Nationally by The Katz Agency

WSPD

A Fort Industry Station

Toledo, Ohio

I say it's Spinach and it SELLS!

The KMBC Food Scout

Sales with spinach? Sure, spinach and the thousand-and-one other fruits and vegetables which are the subject of Kansas City's oldest established Market News broadcast, direct from the City Market. At 8:30 A.M. Daily.

Here's a "spankin' new" idea in Food Service programs—the ideal medium for any alert manufacturer who distributes his product through retail food stores in this rich Kansas City Market.

—Boosts Food Store Traffic!

—Builds Good-Will for Retail Grocery Trade!

Each broadcast prepared in cooperation with U. S. Dept. of Agriculture, in KMBC's own Department of Home Economics—directed by BEULAH KARNEY, nationally-known home economist.

AVAILABLE NOW!
for a bang-up selling job

GET THE WHOLE STORY from FREE & PETERS

KMBC
Kansas City

Text of Revised Rules Governing Commercial FM . . .

High-Frequency Broadcast Rules

The FCC on Oct. 2 adopted the following proposed amendments to its Rules and Regulations, effective immediately:

Sec. 3.222. *Service Areas—Definitions.*

For the purpose of determining the areas to be served by high frequency broadcast stations, the following definitions apply:

(a) "Basic trade areas" and "limited trade areas" consist of areas the boundaries of which are determined by the Commission on the basis of showings made in applications as to retail trading areas or consumer trading areas and from government data.[1] Each basic trade area includes one "principal city". The boundaries of the basic trade areas are adjoining and the aggregate of all such areas is the total area of the United States. Each "limited trade area" includes one city. The boundaries of limited trade areas are not necessarily adjoining. Such areas may include portions of other limited trade areas and may extend into more than one basic trade area.

(b) "Principal city" means the largest city or the city or cities designated as "principal city" by the Commission, within a basic trade area. "City" means any city, town, or borough in a basic trade area except the principal city. Each "city" has a limited trade area.

(c) "Rural area" means all land area outside incorporated towns or cities with population greater than 2500 and where the density of population is less than 150 per square mile. Incorporated towns or cities with population from 2500 to 5000 without a high-frequency broadcast station and not adjacent to larger cities may be considered rural area.

Sec. 3.223. *Service Areas—Established.*

The Commission in considering applications for high-frequency broadcast stations will establish service areas. Such stations will be licensed to serve areas having the following characteristics:

(a) An area comprising a limited trade area and a city. The station shall render good service to the city and its service area shall conform generally with the limited trade area.

(b) An area comprising a basic trade area and a principal city. The station shall render good service to the principal city and its service area shall conform generally with the basic trade area.

(c) An area of at least 15,000 square miles comprising primarily a large rural area, and particularly that part of basic trade areas which cannot be served by stations assigned basic trade areas due to economic and technical limitations. The service area may include one or more principal city or cities, provided that in rendering service to such cities, the service to rural areas which the station is designated to serve is not impaired. The transmitter of such a station shall be located in such a manner that the service area, (1) shall extend into two or more basic trade areas, (2) shall not conform generally with a basic trade area, and (3) shall not merely extend beyond a basic trade area.

[1] There are several current and recognized authorities on retail trading areas or consumer trading areas from which the applicant may prepare its showing and to which the Commission will give consideration in making its determination. Among these recognized authorities are the following: J. Walter Thompson (Retail Shopping Areas), Hearst Magazines, Inc. (Consumer Trading Areas), Rand McNally Map Company (Trading Areas), and Hagstrom Map Company's Four Color Retail Trading Area Map. Although the foregoing sources of data are expressly recognized, the Commission will also give consideration to data furnished from other sources which may have probative value on which the applicant may desire to prepare its showing. See separate release of the Commission on "Concerning Application For High Frequency Broadcast Stations."

FM Rules Changes

FOR those in radio who are "keeping book" on the development of commercial FM, the actual changes in FM rules and engineering standards ordered by the FCC Oct. 3 will be of interest. The rules and the engineering standards were published in full text in the July 1 issue of BROADCASTING and the supplement to that issue. Changes are as follows:

Section 3.222, subsection (f) of Section 3.224 and Section 3.225 of the Commission's existing rules are repealed.

New Sections 3.222 and 3.223 are added.

Sections 3.223 and 3.224 are renumbered as 3.224 and 3.225, respectively.

Subsections (g) to (l) inclusive of renumbered Section 3.225 are renumbered as subsections (f) to (k), respectively.

New Sections 3.226 and 3.227 are added.

Existing Sections 3.226 and 3.229 inclusive are renumbered as 3.228 to 3.231, respectively.

New Section 3.225 is hereby amended to read as follows:

"(a) That the area which the applicant proposes to serve has the characteristics of an area described in Section 3.223 hereof."

(d) An area having substantially different characteristics (social, cultural, or economic) from those areas specified in subsections (a), (b) and (c) of this section where, by reason of special conditions, it is shown that a need (which cannot be supplied by a station serving areas under subsections (a), (b) or (c) of this section) for the proposed service both program and technical exists which makes the establishment of the service area in the public interest, convenience or necessity. The Commission will give particular consideration in this connection to competitive advantages which such stations would have over other stations established under other provisions.

(e) In case it is not economically and technically feasible for a station assigned a basic or limited trade area to serve substantially all such area, the Commission will establish the service area on the basis of conditions which obtain in the trade area.

(f) In case an applicant proposes a change in an established service area, the applicant shall make a full showing as to need for such change and the effect on other stations serving the area.

Sec. 3.226. *Channel Assignments.*

The channels set forth below with the indicated center frequencies are available for assignment to high-frequency broadcast stations to serve the areas provided in Sec. 3.223:

(a) An applicant for a station to serve an area specified in Sec. 3.223 (a) or (b), to be located in a principal city or city which has a population less than 25,000 (city only) shall apply for one of the following channels:

48900	49100	49300	
49500	49700	49900	

(b) An applicant for a station to serve an area specified in Sec. 3.223 (a) or (b), to be located in a principal city or city which has a population greater than 25,000 (city only) shall apply for one of the following channels:

44500	44700	44900	45100
45300	45500	45700	45900
46100	46300	46500	46700
46900	47100	47300	47500
47700	47900	48100	48300
	48500	48700	

(c) An applicant for a station to serve primarily a large rural area, specified in Sec. 3.223 (c) or an area specified in Sec. 3.223 (d) shall apply for one of the following channels:

43100	43300	43500
43700	43900	44100
	44300	

Sec. 3.227. *Special Provisions concerning assignments.*

(a) Stations located in the same city shall have substantially the same service area.

(b) High-frequency broadcast stations shall use frequency modulation exclusively.

(c) Stations serving a substantial part of the same area shall not be assigned adjacent channels.

(d) One channel only will be assigned to a station.

Wis. Rapids Debut

WITH its dedication planned about Nov. 1, the new WFHR, Wisconsin Rapids, Wis., announced Oct. 7 that Bruce Beichl has been appointed commercial manager. Mr. Beichl has been known professionally on the West Coast as Bruce Richards. He was formerly with WIBU, Beaver Dam; KGMB, Honolulu; KFIZ, Fond du Lac; WEMP, Milwaukee, and WRJN, Racine. The station will operate on 1310 kc. with 100 watts night, 250 watts day. William F. Huffman, publisher of the *Wisconsin Rapids Tribune*, is station owner.

More FM Programs

UNDER an expanded operation schedule, W9XYH, FM adjunct of WEBC, Duluth, now includes three hours daily of exclusive studio originations, along with NBC pick-ups. Big feature of the schedule is a 90-minute afternoon musical show, highlighting the WEBC staff orchestra. Once a week WEBC airs a program originating with W9XYH, designed to acquaint listeners with FM reception and programs.

AMERICAN citizens in the East Indies and Australia rely primarily on shortwave broadcasts from the United States to keep track of the news, Clem J. Randau, vice-president and general manager of UP, stated upon his return recently from a visit to UP's South Pacific and Oriental bureaus. The news available locally is strictly censored, he stated, illustrating his point with the fact that upon reaching "uncensored" Manila, he discovered that he had been missing much of the news.

THE JOB of making an "inaudible sound" has been handed to MBS engineers in connection with the program *Peter Quill*, of which the hero is a scientific wizard who keeps inventing weapons for national defense. His weapons have continually kept the engineers busy inventing ways to simulate sounds. Program is sponsored by Paul F. Beich Co., Bloomington, Ill., for Whiz candy bars.

Karl Wyler says:

"JUST THOUGHT A LOT OF FOLKS WOULD BE GLAD TO KNOW WE'RE NOW ON 500 WATTS."

KTSM NBC Blue & Red
EL PASO, TEXAS
Geo. P. Hollingbery Co. Nat. Reps.

DESPITE seven lionesses, a leopard and a puma, Tom Cafferty and Emerson Smith, KDYL Inquiring Reporters, went into the cage at the Utah State Fair, Salt Lake City, to interview Captain Lucky Bill (left), animal trainer, while he put his feline friends through their paces. After 15 minutes of sidestepping nine cats KDYL's pair emerged from the cage unscratched.

Trend to FM Is Noted In Educational Stations

WITH the Cleveland Board of Education's non-commercial shortwave broadcasting station, WBOE, shifting over to FM with 1,000 watts on 42.5 mc., and with the New York school system's WNYE also planning to change to FM, the U. S. Office of Education reports that other educational organizations are preparing to enter the FM field to broadcast to classrooms.

City College of New York, says a press release from the Office of Education, has expressed an interest in an educational station. San Mateo (Cal.) Junior College and the Chicago school system have indicated they will file applications soon. Oklahoma A. & M. is considering establishing a rural service. Rensselaer Polytechnic Institute, which operates WHAZ, Troy, N. Y., as a part-time commercial outlet, is reported to be building an FM station. U of Illinois, Wyoming U and New River State College, Montgomery, W. Va., are collecting equipment, it is stated, and an alumnus is said to have offered the U of Michigan equipment for an FM station.

Stromberg-Carlson FM Book

AS PART of its sales campaign for FM receivers Stromberg-Carlson Telephone Mfg. Co., Rochester, N. Y., has published a 16-page booklet, "FM for Finer Music". Slanted for layman reading, the pamphlet briefly outlines development of the Armstrong system of frequency modulation and its present application and advantages in staticless, high-fidelity reception. The booklet is offered through a coupon in Stromberg-Carlson advertising.

FREED RADIO Corp., New York, manufacturers of combined FM-AM receiving sets, began publication on Oct. 8 of a weekly digest of newspaper, magazine and trade paper articles entitled *FM News*. The first issue called attention to FM program listings in daily newspapers and the number of FM programs being broadcast as well as other pertinent matters.

FM Speedup

(Continued from page 30)

"cover the sphere of economic influence." These areas in general were described as much smaller than basic trade areas and do not follow a uniform pattern throughout the country "but are determined by location of cities in their respective spheres of economic influence."

Data Required

Explaining the manner in which the new rules will function, the FCC said that where an application is for a station to serve an area which has not been established and recognized by its engineering department as a service area for FM, the applicant must submit the necessary data to permit the establishment of the area. In case of basic trade areas, a composite map should be made, based on several sources covering retail trading areas. The rules specify these sources as the J. Walter Thompson study of *Retail Shopping Areas* and Hearst Magazines Inc. *Consumer Trading Areas* [available from the Government Printing Office, Washington, for $2.50 per copy as contained in the Market Data Handbook, U. S. Domestic Commerce Service No. 30 or from the companies themselves]; Rand McNally Map Co. study on *Trading Areas* [available at that company's offices, 536 South Clark St., Chicago, for $11], and the Hagstrom Map Co. *Four Color Retail Trading Area Map* [available at that company's office, 20 Vesey St., New York, for $10].

May Use Other Data

If other reliable sources of information are available, the Commission asserted, they also may be drawn on the composite trade area map. The map may best be made on copy drawing paper with the area boundaries from various sources in different colors. Stations designed to cover a limited trade area also must have an established service area, the FCC announced, suggesting that the Hagstrom Trading Area Map "may best be used to assist in determining the service area."

Additional observations of the FCC on drafting of applications were as follows:

In covering a trade area, the transmitter must be so located that good service is delivered to the trade center of such area and the field intensity contour bounding the service area of the station should conform generally with established boundary of the trade area. In rugged terrain or sparse population, special consideration must be given to the service area in light of the engineering and economic factors involved. A station designed to serve a basic trade area in which the principal city constitutes one of the metropolitan districts, as determined by the Census Bureau, must deliver a signal of at least 1 mv/m throughout the business district of each city in the metropolitan district with population over 10,000.

Seven channels are assigned for stations designed to serve primarily large rural areas which cannot be served satisfactorily by stations serving basic and limited trade areas due to technical or economic limitations. These stations are permitted to serve principal cities or other cities provided that in giving this service, they do not sacrifice their rural service which the station is designated to serve. These stations cannot be located so that their service area coincides with limited or basic area station. The location ordinarily would utilize high topographical locations to permit of the coverage of large rural areas which must be at least 15,000 square miles except in special cases provided in the rules. The purpose of these stations is to round out the service to the rural area which these stations can supply, but could not be supplied by the stations designated to serve trade areas. The key to these stations is large rural coverage without competitive advantages over trade area stations.

By Section 3.223 (d), an area of unusual characteristics is recognized as a service area which does not fall under the pattern as outlined above. Such an area will be recognized as the service area of a station only in special cases where a definite need can be shown and where unfair competition will not arise. The general plan as outlined for the areas in Section 3.223(a), (b) and (c) is necessary to give a well rounded out technical service and create a sound economic basis for allocation. This special service area is established only for the very unusual case which may arise but which must not result in a substantial departure from the purpose and plan in rendering service to the public by means of high frequency broadcast stations.

AMERICAN GREETING Publishers on Sept. 30 started six-weekly transcribed spot announcements on WGN, Chicago. Contract for nine weeks was placed by Simons-Michelson Co., Detroit.

WIBC

INDIANAPOLIS

•

Indiana's Fastest Growing Station!

•

Has the Greatest Listening Audience (Daytime) of Any Station in Central Indiana

•

WIBC

1050 K C—1000 WATTS

Indianapolis

Howard H. Wilson, *Nat'l Rep.*

Chicago — New York

RADIO QUEEN OF THE SOUTH!
Edythe Wray
SPONSORED BY THE QUEEN OF RICHMOND'S RADIO STATIONS—WRNL—1,000 WATTS DAYS AND NIGHTS—PLUS N.B.C. BLUE. HER SONGS PRODUCE SALES! ASK EDWARD PETRY & CO., INC.
WRNL
RICHMOND, VIRGINIA

WHO for Iowa Plus!

DES MOINES — 50,000 WATTS

FREE & PETERS, Inc., National Representatives

URGE COOPERATION WITH SERVICEMEN

CLOSE association between the radio industry and servicemen's organizations was urged Oct. 1 at a meeting of the Philadelphia Radio Servicemen's Assn. by Fred Dodge, assistant to Roger W. Clipp, general manager of WFIL, Philadelphia. A broadcast of part of the meeting was carried by WFIL, a roundtable discussion of trends in new radio receivers participated in by Thomas F. Joyce, RCA Mfg. Co. vice-president in charge of advertising; G. L. Beers, RCA television research engineer, and Dr. J. A. Wharton, head of the RCA electronic research laboratory.

Urging close association with the radio industry by radio servicemen, to offset competition to servicemen from hardware stores, Mr. Dodge pointed to newspaper cooperation with radio as a parallel situation. "Hardware stores, formerly only interested in plumbing and tinning, are now service stores specializing in air conditioning, hydraulics, refrigeration, ventilation and electricity. They are going to be competition for you radio servicemen," he declared.

"Newspapers, recognizing the intense competition of radio, have been advised by their trade associations to buy any radio station it is possible to obtain. Best newspaper minds are thinking about the industry's future. I'm not a radio serviceman. But if I were . . . I'd go to the hardware man who is specializing in service and building himself to be my competitor. I'd point out that it would be to his advantage either to let me service the radios he sells or to exchange radio 'leads' for 'leads' I might be able to give him on air conditioning, hydraulics, ventilation, electricity et cetera. I would work with him before he worked against me."

Quaker Oats on NBC-Red

QUAKER OATS Co., Chicago (cereals), on Oct. 27 starts a weekly half-hour musical-dramatic show, *Your Dream Has Come True*, on 39 NBC-Red stations, Sundays, 5:30-6:00 p.m. (NYT). Programs will originate in Chicago. Ruthrauff & Ryan, Chicago, is the agency.

TELEVISING its first football game as part of its experimental video development, Philco Radio & Television Corp. on Oct. 5 brought something new to Philadelphia area lookers with a visual play-by-play account of the U. of Pennsylvania-U. of Maryland game via W3XE, Philco experimental station. In top picture officials of Philco, Atlantic Refining Co., which sponsors regular broadcasts of the Penn games, and N. W. Ayer & Son, Atlantic agency, view the game on an experimental receiver installed at the downtown Warwick Hotel. Left to right are Ernest B. Loveman, Philco advertising manager; Wally Orr, Ayer account executive; C. Halstead Cottington, vice-president of the agency in charge of radio; J. A. Corey, Atlantic domestic sales manager; Joseph R. Rollins, Atlantic advertising manager. In the bottom picture (at right) is the newly-developed RCA Orthocon video pickup taking long-range shots of action on the Franklin Field gridiron. In addition to cameraman, the working crew for each of the two stands included an engineer and observer. The second camera stand, overhanging from the upper tiers of the stadium at the other 20-yard line, is seen in upper right corner.

Lever Bros. to Sponsor 'Grand Central Station'

LEVER BROS. Co., Cambridge, Mass., has purchased the weekly half-hour program *Grand Central Station* from Lambert & Feasley, New York, agency with rights to the series, which currently is heard on CBS under sponsorship of the Lambert Pharmacal Co., St. Louis, for Listerine. Lambert will drop the program Oct. 18, and on Nov. 12 Lever Bros. will start the series for Rinso on the 39 NBC-Blue stations in the 9-9:30 p.m. period Tuesdays now occupied by another Lever show, *Uncle Jim's Question Bee* for Spry.

The latter program will shift to Tuesdays, 8:30-9 p.m., the half-hour now held by Canada Dry Ginger Ale's *Information Please*, which on Nov. 15 changes sponsor to American Tobacco Co. and moves to Fridays on NBC-Red. Agency handling the Lever Bros. account for Rinso and Spry is Ruthrauff & Ryan, New York.

New Sunrise Sponsors

CALIFORNIA PACKING Corp., San Francisco (Del Monte coffee), through McCann-Erickson Inc., that city, on Oct. 7 started for 21 weeks, participation six days weekly in the combined *Sunrise Salute* and *Housewives Protective League* programs on KNX, Hollywood, Coast Fishing Co., Wilmington, Cal. (Balto Dog Food), in a 13-week campaign started Oct. 7, is using daily participation in those programs. Agency is Dan B. Miner Co., Los Angeles. Another new participation sponsor is Washington State Apples Inc., Wenatchee, Wash. (apples), which started Oct. 9 for 13 weeks, with placement through J. Walter Thompson Co., Seattle.

NBC's Direct Mail Awards

IN RECOGNITION of its direct mail promotional activities, NBC received an award and two honorable mentions for the work of its central and western divisions in the 12th annual contest sponsored by the Direct Mail Advertising Assn. for users of direct mail. NBC was the only organization to receive three citations this year. An award also was made to Robert A. Schmid, MBS director of advertising and sales promotion, for the outstanding excellence of his direct mail work for Mutual. The awards were made by L. Rohe Walter, president of the Association and advertising manager of the Flintkote Co., at a banquet in Atlantic City, Oct. 3. Earlier in the day members of the association heard a talk by E. P. H. James, NBC advertising manager, on how radio has helped dramatize direct mail advertising.

Di-Mon-Glo Uses Radio

DI-MON-GLO WAX PRODUCTS Co., Los Angeles (furniture, floor and auto wax), has appointed Ted Dahl Adv. Agency, that city, to direct its national advertising, and will use radio with other media. Firm on Oct. 28 starts for 13 weeks, sponsoring four times weekly, a quarter-hour transcribed adventure drama, *The Enemy Within*, on KFWB, Hollywood, and on Nov. 11 starts participation, six times weekly in the combined *Sunrise Salute* and *Housewives Protective League* programs on KNX, that city. Latter contract is also for 13 weeks. In addition, thrice weekly participation in *Art Baker's Note Book* on KFI, Los Angeles, will be used starting Nov. 12. Other radio is contemplated.

Youthful GRAYBEARD

"Old Heads," in radio, are found on young shoulders. Few are the "venerable" institutions—such as WOAI—that offer advertisers a service based upon 18 years of experience.

\+ { POWER, PRESTIGE, CLEAR CHANNEL, LISTENER PREFERENCE

REPRESENTED BY EDW. PETRY & CO., INC.

WOAI San Antonio
50,000 WATTS
NBC AFFILIATE—MEMBER TQN

Facts on Non-English Service Asked in FCC Questionnaire

Detailed Information to Form Basis for Shaping Of Definite Policy for Regulation of Service

IN ITS EFFORT to shape definite policy regarding foreign language programs, the FCC sent, Oct. 8, to all stations a detailed questionnaire tapping all shades of non-English renditions, including commercial values. Though it is powerless under existing law to censor any types of programs, the FCC has been confronted with the problem of deciding whether to advise curtailment of such programs, lest they are used to incite hostile reactions, or to follow its present procedure of urging close scrutiny with emphasis on Americanization aspects.

The FCC, stated the headsheet of the questionnaire, "is desirous of securing information concerning the present extent and character of broadcasts in languages other than English (within the borders of the continental United States), the part which these broadcasts play in the lives of the foreign language groups, and the comparative value of such broadcasts to advertisers and others as a means of reaching such foreign language groups".

Types of Programs

Each station is asked to provide "full and careful" response to the questions propounded. The nature and sponsorship of programs or announcements broadcast in language other than English first is sought. If the station now is broadcasting regular programs in any other language, it must supply full information on tabular sheets making up part of the question. Programs of national or native music are not included if the announcements relating to them are made in English.

The tabulation carries a top bracket on the "nature of program". This is broken down to cover the language, whether the program is music, drama, news and comment, educational or cultural, religious, market reports or commercial. A second head on sponsorship calls for the name of the sponsor, and whether the program is "sustaining or free time", sponsor's address, and the officers or representatives of sponsor with whom arrangements are made.

Details as to the identity of the announcer or performer are sought. Names of the announcer, commentator, or speaker principally involved are requested, along with artists or others customarily featured on the particular program. Finally, the tabulation elicits the scheduled time or times on the air and the total time per week. The sheet also carries a summary on total time per week in hours and minutes for each foreign language.

Stations are asked for their policy on foreign language programs. If they are not now carrying any foreign language schedules, they are asked to state what programs, if any, they have carried during the last six months, along with detailed information generally corresponding to that on the tabular sheet. They are requested to specify reasons for the discontinuance of any program or announcements lists.

Special Programs

Tapping further the six-month foreign language history of all stations, the questionnaire asks whether stations have broadcast during that period any spot or special announcements or programs, as distinguished from regular or recurring programs, in any language other than English. If the answer is affirmative, full details are requested. If the station during the preceding six months has refused to accept any such programs, reasons are requested.

To check the degree of individual station surveillance of programs, a question is propounded on the availability of "competent and responsible" personnel to examine and pass upon the continuities before foreign language programs are broadcast.

"Please describe fully your procedure in this regard", the questionnaire asks, "indicating whether you require the submission of translations into English of the programs, whether the employes examining these continuities are familiar with the foreign language in question, whether any attempt is made to ascertain or prevent deviation from the written script, and whether the continuities and/or translations are preserved".

Stations finally are asked whether they make transcriptions or recordings of foreign language programs, and if so, how long they are preserved. Stations were invited to comment generally upon the programs, "particularly with reference to their comparative popularity with advertisers or the public, their relative importance to your business as a whole, quality of the programs themselves, size of the audience reached by such broadcasters, etc."

SWORN ACCURACY
Affidavits Aid WCNW Control Of Foreign Tongues

FURTHER strengthening control over its foreign language programs, WCNW, Brooklyn, among other regulations now requires its announcers and production supervisors to swear to an affidavit citing that the broadcast exactly conformed with the script approved by the program director 24 hours before the actual broadcast. Affidavits, along with the original scripts and recordings, are permanently filed.

All scripts and programs on the station are submitted by the foreign language producers 24 hours ahead of the scheduled broadcast. The program director and an expert linguist scrutinize the scripts in both the foreign language and the literal English translation. The English translation is furnished to make certain no foreign language phrase may have a hidden English meaning. Immediately after the broadcast, if the script and program have been approved, the production manager and announcer swear out the affidavit. The linguist also listens to the program as broadcast and compares the presentation with the approved script. The station started the new plan to prevent possibility of ad lib insertions or deviations from the approved script.

Newest Youngest

NEWEST candidate in the "youngest announcer" competition is Howard Fisher, 15-year-old Amarillo High School student heard regularly on KFDA, Amarillo, Tex. Howard joined the KFDA announcing staff when he was only 14 and now handles news, sports and ad lib shows.

Must Pay Television Licenses

NEW YORK CITY taverns and restaurants which have installed television sets for the entertainment of customers will be forced to pay monthly license fees, according to the license law of the New York City Dept. of Licenses. The existing law covering motion pictures also can be applied to television in levying a fee on "a display, on a moving screen or other device, of pictures or objects in motion or rapidly changing scenery. To exclude television sets, special action by the City Council to amend the law would be necessary.

EL Paso
A "natural monopoly" $118,786,000 market is best reached by
KROD
the Southwest's newest station - the only
Columbia Outlet
serving the REAL SOUTHWEST

IN THE HEART OF THE MOTOR INDUSTRY!
WCAR
1000 Streamlined WATTS
LET US SEND YOU THE AMAZING STORY OF OUR COVERAGE AT LOW COST
WCAR
PONTIAC, MICHIGAN
National Representatives
RADIO ADVERTISING CORP.
New York · Chicago · Cleveland

5000 WATTS IN BOSTON
WMEX
FULL TIME • 1470 KILOCYCLES
National Representative
JOSEPH H. McGILLVRA

REGIONALS GIVEN POWER INCREASES

A HORIZONTAL increase in power for four regional broadcast stations on 780 kc., authorizing boosts to 5,000 watts fulltime, was granted Oct. 8 by the FCC pursuant to existing engineering standards.

WTAR, Norfolk, WEAN, Providence, KECA, Los Angeles, and KGHL, Billings, were granted construction permits to install directional antennas for night use and increase their night power to 5,000 watts on the regional frequency.

WBHP, Huntsville, Ala., was granted a construction permit to increase from 100 to 250 watts on 1200 kc., unlimited time.

WDRC

CONNECTICUT'S PIONEER BROADCASTER

TESTING?

Testing a program or a product? WDRC is the nation's choice — the advertising test station in the advertising test city. Start on the right foot— make your test here. WDRC, Hartford, 5,000 watts.

Basic CBS for Connecticut

Studio Notes

KDYL, Salt Lake City, late in September presented an RCA television demonstration during the Utah State Fair. Some 6,000 persons attended the demonstration, with schools all over the State, including three universities, suspending classes for the day to give students a chance to watch the demonstration. The RCA portable television system was used for the demonstration, with John M. Baldwin, KDYL chief engineer, and Charles Stockdale, assistant television engineer, in charge.

WLW, Cincinnati, late in September expanded its operating schedule to 21 out of 24 hours by advancing its starting time 15 minutes, to 5:30 a.m. instead of 5:45 a.m. The earlier sign-on is directed to farmers, truck drivers, all-night workers and early-rising factory workers, as well as restaurants. The station signs off at 2:30 a.m.

DEDICATED to the 50,000 druggists in America, and nationally advertised brands week was *Powder Puffs and Pills*, program broadcast on NBC-Blue Oct. 11, 9:30-10 p.m. It glorified in comedy sketches and jingles the growth of drug stores.

KFRC, Don Lee station in San Francisco, has issued a new rate card, No. 18, effective Oct. 1. The card carries an increase of approximately 10% over No. 17, in line with KFRC's recent power increase to 5,000 watts fulltime and the increase in the number of radio homes in the KFRC primary area.

WDAY, Fargo, presented C. J. Hambro, president of the Norwegian Parliament, on a recent speaking tour. He was guest on the *News in Norwegian* Scandinavian program and *Meet Your Neighbor*.

WATCHING BALLGAME between staffs of WFAA, Dallas, and WBAP, Fort Worth, at a joint picnic are executives of both stations. Facing the camera are (l to r) George Cranston, WBAP manager; Martin Campbell, managing director of WFAA-WBAP/KGKO; Alex Keese, WFAA manager, and Ralph Nimmons, WFAA program director. Standing with head turned is Nelson Olmsted, former WBAP announcer, now writing and producing *World's Greatest Short Stories* for NBC, Chicago. The game, incidentally, ended in a 13-13 tie.

A TOTAL of $355 has been distributed among members of its *Mailbag Club* by sale of articles made by members, according to WLW, Cincinnati. A special shop for selling the member-made articles has been operated in the Crosley Bldg. at the New York World's Fair. It is planned to establish a permanent craft shop in Cincinnati after the New York Fair closes. The project is to be discussed Oct. 17 at the semi-annual meeting of the organization's grand chapter at Columbus. O. Minabelle Abbott, postmistress of the Club, conducts the weekly *Mailbag* program each Saturday morning.

KTAR, Phoenix, Ariz., on Oct. 7 started the 10th year of its *School of the Air* program. The educational series, offering instruction in English and Spanish, is conducted in cooperation with the Phoenix Junior College and high school.

STRESSING adult as well as classroom appeal, MBS is starting a group of seven weekly educational programs originated in the studios of the U of Kentucky, Lexington. Individual quarter-hour programs, heard during each week in the 2:30-3 p.m. period, include *Hymns and Their Stories, Let's Talk About the Weather, Pursuit of Recreation, Chemical Interludes, Music of George Gershwin, Recent American Short Stories, Concert Miniatures.*

ADDITIONAL evidence of the softening of the feeling between newspapers and radio in San Francisco was set forth October 8 when four local stations broadcast the dedication ceremonies for the *Call-Bulletin's* new home. KFRC, KPO and KGO broadcast the ceremonies which revolved around the burial of a time capsule in the foundation of the new structure. KYA transcribed the half-hour program and released it later.

WFIL, Philadelphia, this season will be used to feed a split Mutual network of 19 Midwestern stations and Don Lee stations with the religious program of Rev. Percy Crawford.

THE INFLUX of added personnel at WFIL, Philadelphia, revealed that five of those added to the staff in the past 18 months came from N. W. Ayer & Son. Fred Dodge, assistant to General Manager Roger W. Clipp, spent three years with the agency in Philadelphia 15 years ago. Jack Surrick, sales manager, was with Ayers for 10 years as account executive. Promotion Manager William Caskey was with Ayres for 12 years, for a time in charge of the Battle Creek, Mich., office, and his secretary, Ruth Bosler, is a former Ayres stenographer. Fred Fielding, the most recent addition to the sales staff, was formerly radio department head for the agency in New York.

CBS Hollywood has remodeled and enlarged its sound effects headquarters in Columbia Square Bldg. Al Span is CBS West Coast sound effects director.

SERIES OF dramas about work in 13 fields, entitled *On Your Job*, returned to NBC-Red on Oct. 6 and continues Sundays at 1:30 p.m. Programs are based on research into vocational problems done by Frank Ernest of the American Assn. for Adult Education, New York. Dr. Harry D. Kitson, professor of education at Columbia U., is commentator.

A DRAMA GUIDE to the series of *Great Plays*, which started on NBC-Blue Oct. 13, has been prepared for listeners by Blevins Davis, supervisor of NBC's educational programs.

URUGUAY has joined the 13 other American nations cooperating in the production and broadcasting of the CBS *American School of the Air*, which began its 12th consecutive year Oct. 7 [BROADCASTING, Oct. 1].

WBBM, Chicago, on Oct. 7 started a five-weekly five-minute program *Shortwave Listening Post*. The program of shortwave news received direct from European stations by the WBBM listening post will be presented by J. Oren Weaver, chief of the WBBM-CBS news and special events division in Chicago, Mondays thru Fridays, 2:55-3 p.m.

NEW YORK office of WIBX, Utica, has moved to the Belmont Plaza Hotel, Lexington Ave. and 49th St. Telephone: Wickersham 2-1200. M. L. Swars is in charge.

WJJD, Chicago, on Sept. 30 started a one-hour six-weekly afternoon program *Laugh Music Hall* starring Bill Anson, featured on many Chicago programs as mimic and m.c. Program will be sold on participation basis with Cook County Distributors (used cars) first in line with quarter-hour periods daily for 52 weeks. Program is heard Mondays thru Saturdays, 1:30-2:30 p.m.

WBBM, Chicago, on Oct. 5, in the first of a series of special events broadcasts, *This is Chicagoland*, covered the U. S. Naval Reserve Aviation activities at Curtiss Airport. The series will tour spots of interest in Chicago. John McCormick, WBBM-CBS announcer, opened the series to be heard Saturdays 4:15-4:30 p.m.

THE Tele-News Theatre, San Francisco newsreel house, is constructing a radio studio with control booth, stage, and auditorium seating 100. Theatre patrons will be invited to witness broadcasts originating from the theatre studios for release over various networks. The innovation is the idea of Manager Ellis Levy, who was formerly associated with the Don Lee Mutual network.

FOLLOWING a successful tie-up with a Portsmouth, Va., theatre, WRVA, Richmond, arranged with the Palace Theatre in Newport News to originate *Tidewater Talent Time* from its stage Thursday nights. WRVA and the theatre both highlight the amateur talent contest in their Newport News advertising and publicity. WRVA also is alternating an all-kid show on Saturdays between Richmond and Norfolk. Joe Brown handles the WRVA remotes from the Tidewater area.

★ *It's a good story:*

WRITE YOUR OWN MORAL

From August 1 to October 1, Radio Advertising Corporation secured for the stations it represents a total of 334.6 hours of commercial programs ranging from chain breaks up.

★

You don't need a slide rule to figure that this time would keep any one station, operating on an eighteen-hour basis, *going solidly for two weeks, four days, ten hours, thirty-six minutes.*

★

That's a lot of time!

★

The way it was sold was to keep the best availabilities of good stations before alert time buyers.

★

Which, after all, is pretty fundamental.

Radio Advertising Corporation

9 EAST 40TH STREET, NEW YORK CITY

Get on WJHP's new highway to Jacksonville's buyways!

NBC-BLUE

WJHP

JACKSONVILLE FLORIDA

H. G. WELLS, JR., General Manager

Represented nationally by JOHN H. PERRY ASSOCIATES

WM. K. DORMAN, Mgr., 236 West 39th St., N. Y. CITY

CHICAGO DETROIT ATLANTA PHILADELPHIA

KYW, Philadelphia, Oct. 2 added two new twice-weekly participating sponsors to its recently scheduled daily home economy program under the direction of Ruth Welles. They are Landwehr Heating Corp., Philadelphia (McIlvaine Balanced Heat), thru Oswald Advertising Agency, Philadelphia, and Dr. M. W. Locke Shoe Shop, Philadelphia (shoes), thru Aaron & Brown, Philadelphia. William S. Scull Co., Philadelphia (Boscul coffee), has renewed its contract for George Putnam's weekly news broadcast on KYW, effective Sept. 30, thru Compton Advertising, New York. At the same time, G.H.P. Cigar Co., Philadelphia (La Azora cigars), also renewed Kerby Cushing's thrice-weekly sports periods thru Aitken-Kynett, Philadelphia.

WOR, Newark, is presenting movie and play reviews on *Howard Barnes Reviews*, five-minute program which started Oct. 7 and is heard at midnight Monday through Friday. Mr. Barnes, motion picture reviewer for the *New York Herald Tribune*, will ocassionally turn his attention to night clubs, opera and other entertainment.

FOLLOWING the popular approval and success of NBC's program on Oct. 7 when seven British refugee children in America broadcast to their parents in England, NBC has decided to present such a program every two weeks on WEAF, New York, as a regular part of the *News Room of the Air* program, heard six days weekly, 7:15-7:30 p.m. The feature, planned to make the refugees feel more at home and to cheer the parents in war-torn Europe, was arranged by A. A. Schechter, NBC director of news and special events.

WIBG, Philadelphia suburban station at Glenside, Pa., went to 1,000-watt operation with simple ceremonies Oct. 7. Glen Gray, orchestra leader, appearing at the Earle Theatre, threw the switch on the new transmitter. The station has operated at 100 watts on a part-time basis since going on the air in 1925.

KIUP, Durango, Col., on Oct. 1 took the air with its new 250-watt power fulltime on 1370 kc. Special programs were presented Oct. 1-5 dedicating the new transmitter and power increase. The dedication ceremonies, which included an address by Gov. Ralph L. Carr, of Colorado, concluded Oct. 5 with a five-hour variety show, using BMI music entirely.

WITH the FCC having granted KECA, Los Angeles, permission to operate day and night on 5,000 watts, Harrison Holliway, general manager, announced in early October that Earl C. Anthony Inc. will erect a new 275-foot directional antenna on the transmitter site at Moynier Lane and Jefferson Blvd., that city, and start operating with increased power around the first of next year. "Although the power boost will materially increase KECA's coverage for this area, we plan no rate increase or other policy change at the present time", he said.

DOING THE NEWS JOB IN THE SOUTH!

KWKH now has 'round the clock facilities of the world's two greatest news gathering systems, the ASSOCIATED PRESS and UNITED PRESS, plus complete local coverage by the editorial staffs of the SHREVEPORT TIMES and KWKH. These features present a perfect picture to an eager public.

★ 50,000 WATTS ★

A SHREVEPORT TIMES STATION

KWKH

Represented by The Branham Co.

CBS

Shreveport Louisiana

DOWN WITH A SAFE

What Should Go Up, Goes Down, WPEN Discovers

CHARLIE BURTIS, chief engineer of WPEN, Philadelphia, and Lew London, record librarian, while helping move the large station safe from its old quarters to the new studios had an experience they won't forget for a long time.

The safe was successfully moved to 1528 Walnut St. Bldg. and placed in an elevator headed for the 21st floor. But instead of going up, it went down—deep into the basement. The safe, weighing 1,800 pounds, was too much for the counter weights on the lift, not helped any by the addition of Burtis' 200-pound frame, London's 183 pounds and the three moving men.

For three hours an emergency crew worked, placing an extra ton of lead on the elevator lift. The passengers missed their dinner—and the ride to the 21st floor as well.

CKLW, Windsor, as one of its war services raised $5,000 of a $15,000 fund gathered in Windsor, Ont., to help Windsor, England, buy a Hurricane fighter airplane. CKLW for nine successive nights at 11:15 p.m. put on a half-hour request program for donations phoned in to the station, and on one night received phoned promises for $1,000. Donations ran from $1 to $250

KFDA, Amarillo, Tex., on Oct. 2 at 6 a.m. went on the air on its new 1200 kc. frequency. The FCC granted the frequency change in September.

WCAU, Philadelphia, on Oct. 14 extended its broadcasting day to 21 hours. The transmitter opens an hour earlier, at 5 a.m., with an hour of transcribed hillbilly music. Regular 2 a.m. closing time continues. The only other station in the city with a longer daily schedule is WIP, on the air 24 hours.

CHARACTER ANALYSIS of studio audiences is the feature of *Know Yourself*, quarter-hour program which started on WMCA, New York, on Oct. 7. M. C. Harry H. Balkin, analyzes members of the audience and helps them select their most appropriate vocation on the basis of personality traits. Program is aired Monday, Wednesday and Friday, 8:15-8:30 p.m.

EVERY interviewee appearing on Scott Weakley's "Man on the Street" program on KROW, Oakland, sponsored by Davidson & Licht Jewelry Co., is presented with a 20-page election handbook. The booklet contains methods of electing presidents, electoral voting by States from 1804 to 1936, popular vote by States from 1928 to 1936 and full information on all of the American presidents.

STERLING FISHER, CBS director of education, has made plans for the network to participate in the fourth school broadcast conference to be held Dec. 4-6 in Chicago under the auspices of the Radio Council of the Chicago Board of Education. Speakers include Mr. Fisher; Clifton Utley, head of the Foreign Policy Assn. of Chicago; Alan Lomax, conductor of *Wellsprings of Music* on CBS, and Lyman Bryson, chairman of the CBS board of adult education.

DON CARNEY, known as "Uncle Don" to listeners of WOR Newark, will give two performances Dec. 15 in his third annual Charity Show in New York at the Hotel Astor. The entire proceeds will go to various metropolitan charities.

-AND NOW FOR THE SCORES IN THE NATIONAL LEAGUE -- GIANTS 13 - BEES 0 -
NO LEFT TURN
HE STOPS ME EVERY NIGHT TILL HE HEARS THE BASEBALL SCORES!

Bob Bliss in Boston Globe

WLOL's St. Paul Studios

WLOL, the new 1,000 watt fulltime station in Minneapolis, owned by the Hon. John P. Devaney, former Chief Justice of the Minnesota State Supreme Court, has opened St. Paul studios in the Hotel Commodore, St. Paul. Headquarters of the North Central Broadcasting System, John Boler, president, a regional network of 11 Minnesota and North and South Dakota stations, for which WLOL is the key station, also has offices in connection with WLOL's St. Paul studios. Programs to the NCBS network will originate from the new St. Paul studios. WLOL went on the air June 17, 1940, as a basic MBS outlet.

TIED UP with KGFW, Kearney, Neb., the new KHAS, Hastings, Neb., 50 miles distant, was formally dedicated Sept. 30 under the supervision of Lloyd C. Thomas, KGFW owner. The new Hastings station is controlled by Fred A. Seaton, publisher of the *Hastings Tribune*.

NBC STATION WTCN

MINNEAPOLIS ST. PAUL

Offers You

2

MARKETS FOR THE PRICE OF ONE

MINNEAPOLIS and ST. PAUL

WITH A COMBINED POPULATION OVER 800,000

Owned and Operated by the St. Paul Dispatch-Pioneer Press and Minneapolis Tribune and Times-Tribune

FREE & PETERS, Inc., National Representatives

New York—Chicago—Detroit—Los Angeles

San Francisco Atlanta

• From that telephone on your desk you can reach more than twenty-one million telephones!

What an able assistant to have in any business where you must work fast — and accurately! To take care of last-minute script changes . . . instructions to network stations . . . time clearances . . . the telephone is always ready with quick, dependable service.

Count on *your* telephone to help you get more things done — whether your call takes you across the street or across the continent.

Industry Accord Over Television Standards Seen

Technical Committee Reports Progress of Its Studies

HOPE that the National Television Systems Committee will complete its task of achieving industry agreement on basic standards for television broadcasting by Jan. 1, 1941, was expressed by Dr. W. R. G. Baker, manager of the General Electric radio and television department and chairman of the committee, in a report on its progress to date made at the Radio Manufacturers' Assn. convention at the Hotel Roosevelt, New York, Oct. 7-8.

Three of the nine panels for studying the various aspects of the general problems have already practically completed their work and have final reports in preparation, he stated.

Panel Meetings

Established under the auspices of the RMA with the sanction of the FCC, the NTSC membership includes sixteen representatives of manufacturing companies, research organizations and utilities that are in or affiliated with the radio industry [BROADCASTING, Aug. 15]. Eight of the voting members—the chairman having no vote—are from companies associated with the RMA and there is also a representative of the RMA of Canada who acts as an observer only.

The panels handling the detailed analytical work contain a total of 138 members representing 41 companies, Dr. Baker stated, of which 19 are receiver manufacturers; five are manufacturers of both receivers and transmitters; nine represent universities or research organizations; four, utilities; three, broadcasting companies, and one a consultant.

While certain of the panels whose work involves consideration of color television and the possible application of frequency modulation still have a great deal of work ahead of them, making it too early to say definitely whether the Jan. 1 deadline can be met, Dr. Baker said the following schedule for the completion of each panel's task has been set:

Panel 1—System Analysis, Nov. 1
Panel 2—Subjective Aspects, Nov. 1.
Panel 3—Television Spectra, Oct. 15.
Panel 4—Transmission Power, Oct. 15.
Panel 5—Transmitter Characteristics, Oct. 15.
Panel 6—Transmitter-Receiver Coordination, Oct. 15.
Panel 7—Picture Resolution, Nov. 1.
Panel 8—Synchronization, Nov. 15.
Panel 9—Radiation Polarization, Dec. 1.

Commenting on the project as a whole Dr. Baker said that while there will probably be some minority reports he expected most of the group to agree on most of the standards by the time all the work has been completed. The RMA board, at a meeting following the membership sessions, provided for financing the NTSC work, partly by the RMA itself and partly by assessments on participating companies who are not RMA members. Bond Geddes, RMA executive vice-president and general manager, was appointed financial agent of NTSC.

Cooperation With NAB

The board also authorized the RMA to cooperate with the NAB in promoting the 20th anniversary of the beginning of broadcasting in a 20-day promotional campaign, to be staged Nov. 10-30. In response to a message from Stacy May, director of the bureau of research of the National Defense Commission, the RMA board authorized the appointment of a five-man committee to study the entire radio requirements of the country's armed forces and civilian population and the supply of material, labor and producing organizations, to the end that an adequate supply of all radio equipment that may be needed by the national defense program may be assured.

The 17th annual RMA convention will be held at the Stevens Hotel, Chicago, June 10-11, 1941, it was announced. Other board action included the creation of a special committee on advertising to include the advertising managers of all member companies who will meet periodically to discuss advertising policies for all sets and parts so that all radio advertising may be in line with best industry practice as well as with the requirements of the Federal Trade Commission, Better Business Bureau, and other regulatory groups.

On Oct. 8 the board attended a special demonstration of the CBS system of color television, at which FCC Chairman Fly was present.

Game Deferred

SATURDAY, Oct. 5, was Homecoming Day at the U of South Carolina, with the South Carolina-Georgia football game a headline feature. The game was planned for 1 p.m. Someone suddenly realized that WIS, NBC outlet in Columbia, was scheduled to broadcast the fourth World Series game the same afternoon, starting at 1:15. Fearing the broadcast would cut into attendance at the game, college authorities arranged with WIS to postpone the football game until 3 p.m.—with WIS feeding the Series broadcast into the public address system at the Municipal Stadium.

Western Electric Adopts Personnel Draft Benefits

CONSCRIPTED employes of Western Electric Co. are provided for under a new company policy announced Sept. 30 by C. G. Stoll, president. The plan makes identical provision for employes who may be called up for military service under the Selective Training & Service Act of 1940 and members of the National Guard or Organized Army Reserves in Western Electric employ who may be called into Regular Army service.

For the first three months of military service, employes of a year or more will receive their regular company pay less Government pay, under the plan. Under the Western Electric pension plan employes called into military service will receive full credit for their previous term of employment plus the period of Government service upon reinstatement in the company's service. Eligibility for company death benefits will not be affected, the company making up the difference between the Federal and State benefits and the total provided under its own plan. All regular employes called up for training or service will be granted leave of absence for 12 months. Upon application within 40 days of the conclusion of military service, employes will be reinstated in their previous positions or positions of comparable status and pay, unless the company's circumstances are so changed as to make it impossible or unreasonable to do so.

NBC, RCA Employes to Get Military Bonus

EMPLOYES of NBC and other RCA subsidiaries, of six months or more standing, who may be called or who may volunteer for service in the armed forces, will be paid the difference between what they earn in their last month of employment and what they receive for their first month's military service. This was announced Oct. 4 by David Sarnoff, RCA president, following the regular meeting of the board of directors. Such employes will also have their group life insurance policy premiums paid by the company.

The Brush-Moore Newspapers of Ohio, which operate WHBC Canton, and own half of WPAY, Portsmouth, announced Oct. 7 that all employes, including radio, will be paid one-half their regular salaries for one year after being called into military service by enlistment or conscription. They will also have their jobs returned to them at the end of their military service.

Army Radio Plans

(Continued from page 15)

aerial siege so broadcast signals cannot be used as "homing" beams.

Any idea of commandeering broadcasting stations as such is entirely dispelled in the board's work. Not even coastal stations, it is now explained, are involved in the preliminary plans. All military and naval equipment has been designed to operate on other than standard broadcast wavelengths. Communications channels may be commandeered, but only those essential to the military or naval operations.

Scare Rumors Dispelled

High-ranking officers in the military establishments decry published newspaper reports of "dangerous activity" by the FCC and other Governmental agencies pertaining to broadcasting. They emphasize that from the standpoint of operations, there is no thought of upsetting broadcasting as a going concern.

These officers, of course, have nothing whatever to do with the programming aspects. In that connection, it is pointed out that the development may not be vastly different from that during the last war, under the George Creel organization, which in effect was the Government emergency information office. The added factor, of course, will be the availability of radio as the swiftest means of bringing necessary information to the attention of the public.

How far the military establishment will go in recruiting radio personnel is another debatable question. Actually, the Army and Navy communications branches are training many of their enlisted men at both military and private schools for communications work. Broadcasting, along with other communications services, is regarded as an essential pursuit in the national scene and will be disturbed, from the personnel standpoint, as a little as possible.

Of course, this attitude will have little bearing on the conscription of man power. Because broadcasting is made up preponderantly of young men, at least several thousand of whom will fall within the draft age limits of 21 to 35, it is expected there will be some drain on the industry. Those drafted who qualify will be expected to enter training, but those in specialized pursuits, particularly technical men, may find themselves diverted to the Army Signal Corps where their opportunities would be greater than in the line.

Roxy Clothes in N. E.

ROXY CUSTOM CLOTHES Corp., New York, has started a spot campaign to advertise retail clothes on WICC, Bridgeport, WMAS, Springfield, Mass., WPRO, Providence and WTAG, Worcester. News programs and five to ten station break announcements are being used. Peck Adv., New York handles the account.

MISSED THE DANE
Mrs. Dumm Loses Valuables From Parked Car

HAD Wesley I. Dumm, principal owner of KSFO, San Francisco, and KROW, Oakland, followed his custom of bringing along his Great Dane watchdog on a recent trip from Pasadena to Oakland, Mrs. Dumm in all probability would not be out $5,000 worth of jewels, furs and other valuables. The goods were stolen from Dumm's car while parked in front of a restaurant in Oakland. When they came out they found a window in the machine had been jimmied.

Stolen were Mrs. Dumm's wardrobe case, an airplane luggage hat box and a portable radio. In Mrs. Dumm's effects were her jewel box, containing a platinum bracelet set, a wrist watch, a pearl necklace, an amethyst ring, a pair of matched silver fox furs and a mink coat. The coat was later recovered when it was hurled from an auto two hours after the theft.

Monarch on Coast

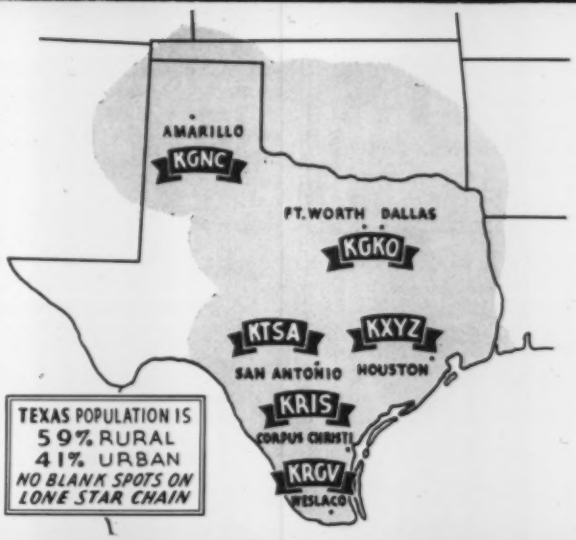
REID, MURDOCH & Co., Los Angeles (Monarch coffee), in a 52-week contract started Sept. 23, is sponsoring participation five times weekly in *Norma Young's Happy Homes* on KHJ, that city. In addition, the firm is using seven and five spot announcements daily on KIEV, Glendale, and KFAC, Los Angeles, respectively. Agency is W. B. Ross & Associates, Los Angeles.

Columbus, Miss., Bow

THE NEW WCBI, local outlet in Columbus, Miss., authorized by the FCC May 21 to operate with 250 watts on 1370 kc. [BROADCASTING, June 1], went on the air Oct. 1. Staff includes Birney Imes Jr., station manager; Walter G. Allen, commercial manager; W. E. Williams, program director and sportscaster. Announcers are Paul Cresap and Gene Edwards. Engineering staff consists of Robert Montgomery as chief engineer and Jimmy Arendale, operator. Studio and transmitter, housed in the Gilmer Hotel, are RCA equipped throughout, with a 200-ft. Wincharger radiator. Station is licensed to Birney Imes, publisher of the *Columbus Commercial-Dispatch*.

WKZO
KALAMAZOO
GRAND RAPIDS
BATTLE CREEK
590 On the dial
1000 Watts
COLUMBIA'S EXCLUSIVE FULL TIME OUTLET FOR WESTERN MICHIGAN
Representative: HOWARD H. WILSON CO.

The LONE STAR CHAIN
HOLEPROOF COVERAGE
IN A TWO BILLION DOLLAR MARKET



CARRYING YOUR MESSAGE FOR LESS THAN TEN CENTS PER THOUSAND HOMES
For rates and availabilities contact any LSC station.
Howard Wilson Co., or James W. Pate, LSC Managing-Director. Star Telegram Building., KGKO. Fort Worth

Court's Power Sustained In Tacoma-ASCAP Suit

FOLLOWING the hearing Sept. 28 in the case of *Tacoma vs. ASCAP*, at which the special master's report asserted that the local Federal court has jurisdictional powers in the action, as determined by the U. S. Supreme Court, both sides now have 30 days in which to file briefs, and 15 days are allocated for filing of answers to them.

In the case of *Nebraska vs. ASCAP*, a hearing was held Oct. 12 to ascertain the character of the record which will go up to the U. S. Supreme Court in connection with the State's appeal for a new trial after its anti-ASCAP law was declared unconstitutional. Louis Frohlich and Herman Finkelstein of Schwartz & Frohlich, ASCAP counsel, went to Omaha for the hearing.

Sackett Back in KVAN

SHELDON F. SACKETT, publisher of the *Coos Bay Times*, Marshfield, Ore., and the *Oregon Statesman*, Salem, Ore., and owner of KOOS, Marshfield, has repurchased 50% interest in KVAN, Vancouver, Wash., opposite Portland, and has taken over its active management. Ben E. Stone, manager of KOOS, will be managing director. Walter L. Read has retired from the company, selling his interest to Mr. Sackett, who was one of the original stockholders when the station was founded in October, 1939, but who later sold his interest to Mr. Read.

BYE-BYE RED INK!

Black Ink is always in vogue in the Winston-Salem market — that is for sponsors who choose this sales-producing station. For a real money-maker, choose—

WAIR

Winston-Salem, North Carolina

National Representatives
Sears & Ayer

BMI Acquires Ricordi Catalog

(*Continued from page 16*)

plete switchover on the first of the year would necessitate a change so radical that neither the broadcasters nor the band leaders could make it successfully.

Asked if the broadcasters would continue to require non-ASCAP music from the bands if an agreement with ASCAP was reached, Kaye emphatically stated there would be no such requirement.

All the broadcasters want, he declared, is to have music played that they can legally use, whether it be ASCAP or any other music. But as long as ASCAP sees fit to place a prohibitive price on its music, he continued, radio is forced to find a way to get along without it—which is being done through the medium of BMI as a new source of music for the industry.

Band Leaders Meet

On Oct. 2 the band leaders met privately with Jacob Rosenberg, president of the New York local of AFM, who is reported to have warned them against taking sides in this battle or doing anything except protect their own interests. Following this meeting, at which the committee was named, letters were sent to Niles Trammell, NBC president; William S. Paley, CBS president; Alfred J. McCosker, president of WOR and chairman of the board of MBS, and Neville Miller, president of NAB, inviting them to attend a preliminary conference with the orchestra leaders' committee to discuss plans for reopening negotiations with ASCAP.

Letter was answered Oct. 9 by Mr. Miller, who declared that "until ASCAP indicates its own willingness to negotiate—and holding a gun at your heads and ours is not negotiating—it seems to me that your suggestion will not accomplish anything." Mr. Miller added he would be glad to meet with the committee and made the arrangements for the Oct. 16 session.

The press release sent out by the orchestra leaders' committee stated that an invitation had also been sent to Gene Buck, ASCAP president, but at ASCAP headquarters it was reported that no such letter had been received. However it was stated Mr. Buck would be glad to confer at any time. Absence of the name of Russ Morgan, who called the band leaders together, from the committee roster was explained by the fact that following the conclusion of his engagement at the Pennsylvania Hotel in New York he had left the city for a series of one-night stands.

Production Speeded

Whether the band leaders will be successful in getting the broadcasters and ASCAP together and, if so, whether an eventual compromise will be reached, there is no indication in broadcasting circles of any lessening in preparations for a total break with ASCAP on Jan. 1, 1941. With the addition of 25 arrangers to its staff, BMI has stepped up its production of new popular tunes from 7 to 14 weekly, as promised by Mr. Tompkins in his report to the BMI board last month [BROADCASTING, Oct. 1], and has also increased the number of arrangements of public domain music from 25 to 35 weekly.

Networks are keeping careful check to insure compliance with their requirements for non-ASCAP as well as ASCAP tunes on sustaining programs, and further increases in the amount of non-ASCAP music are expected until, about Dec. 1, these sustainers will contain only tunes outside the ASCAP-controlled catalogs. BMI tunes, partly due to these restrictions and partly to the fact that artists are finding them worth using and exploiting, are maintaining their prevalence on the lists of most-played-on-the-air numbers and on the *Hit Parade*. Kate Smith, previously reported as one of the most obdurate holdouts against BMI music, sang *The Same Old Story* on her Oct. 11 program.

More Stations Join BMI

Individual stations are also cooperating in promoting BMI music. WHEC, Rochester, for example, staged a "BMI Week" from Sept. 29 through Oct. 5, when nine programs by the staff orchestra and four remotes from the Hotel Seneca included nothing but BMI numbers. Stations which have previously not joined BMI are now becoming members in what might be described, if the deadline were not still three months away, as a "last-minute rush". During the last two weeks the following have become BMI members: WOCB, West Yarmouth, Mass.; WSYB, Rutland, Vt.; KTSM, El Paso; WNBF, Binghamton; KBND, Bend, Ore; WSTV, Steubenville, O.; WIBG, Glenside, Pa.; WHCU, Ithaca, N. Y.; WHBY, Appleton, Wis.; WTAQ, Green Bay, Wis.; KGHI and KLRA, Little Rock; WLNH, Laconia, N. H.; WXYZ, Detroit; WOOD-WASH, Grand Rapids; KUJ, Walla-Walla, Wash.; KRLC, Lewiston, Ida.; KXL, Portland, Ore.

The American Hotel Assn., at its convention in Seattle, Oct. 3-5, adopted a resolution instructing its president to appoint a committee "to make a careful study of other sources of music supply than ASCAP and to cooperate with any group or organization formed for the purpose of relieving users of copyrighted musical works from the imposition of such arbitrary fees" as those levied upon the users of music by ASCAP, by whom hotels as well as broadcasters are licensed.

Cooperating with the Lewis-Howe Co., which on Oct. 17 begins sponsoring *Fame & Fortune* on NBC-Blue, BMI will publish the three songs submitted by members of the listening audience which Tommy Dorsey, conductor of the program, and his committee select as the best each week. In addition to the regular royalties paid by BMI, the writer of the prize-winner will receive $100 from the sponsor, with the writers of the second and third choices receiving $25 each.

WHEN the dove season opened in California recently, Ed Barker (left), salesman of KGO-KPO, San Francisco, had a good enough eye to bag this string of birds which he presents to Al Nelson, general manager of the stations.

Weiss Foresees Victory In Fight With ASCAP

LEWIS ALLEN WEISS, Pacific Coast manager of the Mutual-Don Lee network, discussed the status of the radio-ASCAP controversy and how the radio industry expects to "win this fight", at the annual radio departmental of the San Francisco Advertising Club recently. Weiss declared there is no quarrel with ASCAP, but added that the radio industry is in the business of buying and selling music and entertainment, and reserves the right to pay only for what it uses.

Philip Lasky, manager of KROW, Oakland, was another speaker. He stated that 255,000 copyrights already are available for use by Broadcast Music Inc., plus another 4,000 recently acquired Latin-American tunes. C. P. McGregor, owner of the transcription firm bearing his name, told the ad men that 9,000 tunes available to BMI already are transcribed.

Fels Changes Agency

FELS & Co., Philadelphia, has transferred its advertising for Fels Naptha soap and chips to S. E. Roberts, Philadelphia agency. Advertising plans have not been announced, but Fels has been a consistent radio user.

Directional over New York

Now! 5000 WATTS DAY *and* NIGHT

WBNX YOUR BEST NATIONAL SPOT BUY

A NEW APPROACH TO THE NEW YORK MARKET

KMBC Also Asks 50 kw. on 690 kc.

THE SCRAMBLE for assignment on the 690 kc. channel, available for use in the Midwest under the Havana Treaty, was intensified Oct. 5 with the filing of a 50,000-watt application for that facility by KMBC, Kansas City, pioneer station operated by Arthur B. Church.

A Canadian I-A channel under the treaty, the facility can be used by Class II stations in the United States either in Kansas or Oklahoma. The proposed allocations announced by the FCC Sept. 10 assign this channel to KGGF, Coffeyville, Kan., and to the college-owned WNAD, Norman, Akla., on a time-sharing basis, since their present assignments on 1010 kc. are eliminated by allocation of that channel to Canada.

Other Applicants

KOMA, Oklahoma City, already has applied for the 690 kc. facility with 50,000 watts as has a new applicant, the Fred Jones Broadcasting Co., seeking it for Tulsa. [BROADCASTING, Sept. 1] In view of the pendency of these applications, plus that of KMBC, a hearing is likely in advance of the treaty effective date, March 29.

The KMBC application is the first to come from the Kansas City area for a high-power station. The application specifies the station would be located midway between Kansas City, Kan., and Leavenworth. A 900-foot antenna—which would be the tallest in the country—is sought in the application, filed by William J. Dempsey and William C. Koplovitz, KMBC counsel.

The application stresses the need for increased rural coverage in the Kansas and Missouri areas, and points out that KMBC, by procuring the facility, would be enabled to expand the rural service it has rendered since its establishment in 1922 under the call letters WPE. It is pointed out that the area constitutes one of the most important stock and grain centers in the world and that the proposed service would fill an existing need.

From the President's Train

THE THREE major networks and WLW, Cincinnati, broadcast direct from President Roosevelt's private car Oct. 12, 9-9:30 p.m., at Dayton, O., the first such broadcast in history, it is believed. Peter Grant handled the program for WLW, with WLWO relaying it to South America as part of its dedicatory ceremonies.

SIMPLEX SHOE Co., Milwaukee (Flexies), on Oct. 14 resumed *Flexies Pixies* on WGN, Chicago. The musical program, designed for kiddies, features Len Salvo at the organ and Ed Allen. The series is heard Monday through Friday, 5:35-5:40 p.m., placed direct.

WRVA COVERS RICHMOND AND NORFOLK IN VIRGINIA!

50,000 WATTS
DAY AND NIGHT
COLUMBIA AND MUTUAL NETWORKS
PAUL H. RAYMER CO. NATIONAL REPRESENTATIVE

COTTON-PICKERS chanted their spirituals and field tunes into the microphone of WSPA, Spartanburg, S. C., on a program carried recently by the station under sponsorship of Southern Cotton Oil Co., New Orleans, manufacturer of Sco-Co fertilizers. Using a remote unit, WSPA went right into the cotton field to originate the broadcast. Between workers' songs Announcer Cliff Gray, Charles Hearon, WSPA public relations director, and Program Director Sterling Wright described the scene, giving detailed descriptions of cotton picking and weighing on the spot. Standing beside the truck, grouped around the microphone, are (l to r) Monroe Lancaster, owner of the farm, and a friend, Program Director Wright and Announcer Gray.

FCC-Industry Groups Consider Plans For Stricter Shortwave Supervision

PLANS to exercise stricter control over international shortwave programs were discussed Oct. 7 by FCC officials at an informal meeting with representatives of international shortwave station operators. The special conference was called to get operators' views on a proposed change in the international broadcast rules provision, of which would require mandatory recording of all persons and other lightening up of program operations.

Attending the conference were 26 representatives of NBC-RCA, CBS, Crosley, Westinghouse, General Electric, World Wide Broadcasting Corp., NAB and the FCC. In addition to the recording provision, the proposed change included close scrutiny and preservation of scripts to prevent any deviation from program content as approved before broadcast. It is understood the proposal drew particularly heavy fire from the broadcasters, who maintained that the proposed rule would straightjacket the spontaneity of international broadcasts.

To Prevent Ad Libs

With the operators opposing the amendment and taking a stand against disturbing the existing rules, the FCC is reported to have pointed out that the purpose of the proposed change is not to give the Government an opportunity to censor the programs, but rather to protect broadcasters against the possibility interpolated ad lib statements. It is thought possible the FCC may forego the amendment insofar as it might bring about any immediate change and only require transcriptions of programs for reference purposes. It is understood also that at the meeting the broadcasters indicated all scripts would be scrutinized carefully in advance.

Those attending the Oct. 7 meeting were: NAB—Neville Miller, Paul F. Peter, Russell P. Place; NBC-RCA—Frank M. Russell, Frank E. Mason, Oswald F. Schuette, P. J. Hennessey Jr.; CBS—Harry C. Butcher, Paul A. Porter; Crosley Radio Corp.—Wilfred Gunther, Wm. C. Koplovitz, W. E. Branch; Westinghouse—J. B. Rock, F. P. Nelson; General Electric Co.—B. J. Rowan, L. D. Coffman, John Sheehan; World Wide Broadcasting Corp.—Walter S. Lemmon, M. M. Jansky; FCC—Gerald C. Gross, Philip F. Siling, Joseph L. Rauh Jr., T. L. Bartlett, E. M. Webster, DeQuincy V. Sutton, Andrew D. Ring.

FCC's Proposed Changes

The proposed amendment to the FCC international broadcast rules, Section 4.43 (f), follows:

(1) Each licensee of an international broadcast station shall have in its possession at the time of broadcasting any program a complete typewritten transcript of such program and shall not permit deviation from such transcript.

(2) If the broadcast is in a language other than English, such licensee shall have in its possession prior to the broadcast such complete transcript together with a complete translation in English.

(3) Such licensee shall make provision for the making of verbatim records of such programs in all cases where for causes beyond the control of the licensee the original transcript is not followed.

(4) Transcripts, translations, and records shall be kept by the licensee for a period of one year after the date of broadcast and shall be furnished the Commission or be available for inspection by representatives of the Commission upon request.

(5) The foregoing provisions of this subsection shall not only apply in case of musical selections in English which have been copyrighted. In such cases, the title of the selection only need be made of record, provided the selection was rendered exactly as copyrighted. In the case of musical selections which contain no words, only the title need be made of record.

(6) The Commission may grant exemptions from the foregoing requirements in the case of particular broadcasts or classes of broadcasts.

"Racetrack Jack" says...

"Yes Sir!! I'm puttin' the whole roll on WPEN:—right across the board."

Why? . . . because . . . WPEN is a consistent winner. New records every week. Take a tip and try it yourself across the board, and you'll come home . . . "in the money"! ! !

WPEN PHILA. 1000 WATTS

A CHRISTMAS RADIO SHOW

"STREAMLINED FABLES"

The Kids will love it! The "Kidults" will eat it up!

THE KORALITES— 6 YOUNG PEOPLE WHO TALK IN RHYTHM AND CREATE SOUND EFFECTS VOCALLY REALLY "GO TO TOWN" WITH THEIR SWING VERSION OF FAIRY TALES — AS MODERN AS TELEVISION.

Ready for Broadcasting on 15 min. R.C.A. discs.

Merchandising Tie-ins!

AS USUAL . . . BECAUSE ITS UNUSUAL . . . ITS PRODUCED BY

Harry S. Goodman

Party Purchases Of Time Reveal Recent Increase

Active Climax Is Indicated; Time Bought Efficiently

AFTER loping along for several weeks, radio schedules for the national political campaign are showing a burst of speed with the Nov. 5 election day little more than a fortnight away. For the home stretch drive, final schedules for both Democratic and Republican parties have been virtually set, according to G. W. (Johnny) Johnstone and Wells (Ted) Church, radio directors of the Democratic and Republican national committee, respectively.

Full crescendo in the Democratic radio efforts will be reached on election eve, with the party buying about $100,000 worth of time on all four national networks between 10 p. m. and midnight Nov. 4.

Present indications are that although combined radio expenditures by the two principal parties will pass original budget estimates, the aggregate runs far below estimates made early in the campaign year. It is estimated the Democrats will spend about $350,000 for radio, and the Republicans only about $150,000. Reduced budgets for radio resulted from a shortage of campaign funds, claimed by both parties, as well as from the statutory limit of $3,000,000 placed on individual party campaign expenditures by the Hatch Clean Politics Act. With a $3,000,000 limitation, general overhead costs eat up a great share of the available funds, although radio has received a relatively large share of the funds from both parties.

Most-for-the-Money

Leaders of both parties have indicated satisfaction at the success of their radio directors in working out most-for-the-money schedules. Practically all political time purchases by the two national committees have been made for open periods, resulting in a minimum of talent rebates for displacing regular programs. It is believed to be the first time in radio-political history comprehensive broadcast schedules have been completely arranged so far in advance. "There never has been a more efficient use of radio time by political parties," commented GOP Radio Director Church to BROADCASTING.

Going into the final month before Election Day, both parties stepped up their broadcast activities. The Democrats used quarter-hours on MBS Oct. 4 for a coast-to-coast campaign speech by John M. Carmody, Federal Works Agency administrator; NBC-Blue on Oct. 7 for Secretary of Commerce Jesse Jones; CBS on Oct. 9 for Attorney General Robert H. Jackson. The party on Oct. 11 also sponsored a half-hour address by Henry A. Wallace, Democratic vice-presidential candidate, on NBC-Red, 8:30-9 p.m. in the eastern and central zones, and a repeat performance at midnight for the mountain and Pacific zones.

Senator James F. Byrnes (D.-S.C.) is handling a three-night stand Oct. 14, 15 and 16 on NBC-Blue, at 7:15-7:30 p.m., with an 11:15-11:30 repeat each night. Other scheduled broadcasts on behalf of the Democratic campaign include: Oct. 14, Secretary of Agriculture Wickard, 8:30-8:45 p.m. on MBS; Oct. 15, CBS, Senator George Norris, 10:15-10:45 p.m.; Oct. 16, NBC-Blue, 9-9:30 p.m., symposium on national defense, with Senator Walsh, of Massachusetts, Senator Sheppard, of Texas, Rep. Carl Vinson of Georgia; Rep. Marvin Jones, of Texas, and Dan Tobin, head of the AFL teamsters' union; Oct. 17, CBS, an unnamed speaker, 10:15 - 10:30; Oct. 18, Secretary of State Cordell Hull, introduced by Senator Key Pittman, MBS, 8-8:30 p.m.

The Democratic radio campaign will climax on election eve, Nov. 4, when the party has bought two full hours, from 10 p.m. to midnight, on NBC-Red and Blue and MBS, and the 11-midnight period on CBS. This is by far the largest single block of time sold during the entire campaign.

Republican Time

The Republican National Committee also has made plans for a vigorous climax to its radio efforts. In addition to an Oct. 16 appearance by Thomas E. Dewey on NBC-Blue, 9:35-10 p.m., the party is presenting a series of eight broadcasts featuring its Presidential candidate, Wendell L. Willkie. Mr. Willkie will be heard Oct. 15 on NBC-Red, 10:30-11 p.m. (EST); Oct. 17 on CBS from St. Louis, 10:30-11 p.m.; Oct. 21 on NBC-Blue from Minneapolis, 10-10:30 p.m.; Oct. 22 on NBC-Red, 10:30-11 p.m.; Oct. 29 on NBC-Red, 10:30-11 p.m.; Oct. 31 on CBS, probably from Chicago, 10:30-11 p.m.; Nov. 2 on CBS, from the Republican rally in Madison Square Garden, 10:15-11 p.m.; Nov. 4 on CBS, along with GOP Vice-Presidential Candidate Charles L. McNary and Rep. Joseph Martin, chairman of the Republican National Committee, 10:15-11 p.m.

GOP Spot Material

Although the Republican National Committee itself is not sponsoring any spot campaign as such, it has made available through its agency, J. Walter Thompson, spot material suitable for local sponsorship by Republican organizations. The local organizations are making some use of this material, as well as sponsoring independently produced local programs. The National Federation of Republican Women's Clubs has sponsored a network broadcast by Mr. Willkie, and other independent Republican organizations have been sponsoring special programs in their localities, including time on some foreign-language stations.

The Democratic National Committee has placed about 300 quarter-hour spots and 400 one-minute announcements, including a few transcriptions, to be broadcast in 22 foreign languages on 60 to 70 stations reaching foreign-speaking audiences. It is estimated this will cost about $15,000.

International Ladies Garment Workers Union, New York local, is sponsoring a series of political broadcasts on eight stations of the New York Broadcasting System, on WOR, Newark, and WJZ, New York, in cooperation with the American Labor Party, to promote the Roosevelt-Wallace ticket. Saturdays at 10 a.m. from Oct. 5 through Nov. 2 it presents Democratic speakers on a full-hour program which includes band music, and dramatic sketches. Special campaign broadcasts are scheduled on WOR, Nov. 3, and on WJZ, Nov. 4. Stations carrying the Saturday broadcasts are WINS, New York; WJTN, Jamestown; WKNY, Kingston; WMBO, Auburn; WBNY, Buffalo; WIBX, Utica; WSAY, Rochester; WABY, Albany.

A BIG CONTRACT moved to the Mutual-Don Lee network Oct. 18 when *I Want a Divorce* was shifted to the nationwide network. Participating in the contract signing in the offices of Brisacher, Davis & Staff, San Francisco, were (l to r) Weston Settlemier, account executive for Tea Garden Products Co., one of the cooperative sponsors; Ward Ingrim, sales manager of KFRC, San Francisco; Emil Brisacher, agency president; Merwyn McCabe, KFRC salesman, and William D. Pabst, KFRC manager.

No Chiseling

WHEN screen comedians Laurel and Hardy arrived in Minneapolis on a personal appearance tour, they took radio stations by storm. At least, as far as WCCO's records go, they're the first act in history to buy spot announcements over the station at card rates—and then entertain radio and press at a cocktail party.

BEAUMONT'S
KFDM
NBC BLUE
FULL TIME—560 KC
1000 WATTS
CENTERED IN THE VERY HEART
OF
TEXAS' BOOMING GULF COAST INDUSTRIAL AREA
REPRESENTED BY
HOWARD H. WILSON COMPANY

Fall River Case Raises Local Monopoly Issue

THE QUESTION of purported local monopoly in public opinion, through joint ownership of newspaper and station, was raised at the FCC Oct. 8 when a majority of the Commission sent to hearing the application to transfer the license of WSAR, Fall River, from the Doughty & Welch Electric Co. to the Fall River Broadcasting Co., principal owner of which is the *Fall River Herald-News*. The transaction involved a $175,000 purchase price, of which half would be in cash and half payable in five years [BROADCASTING, May 15].

On motion of Commissioner Thompson, the FCC by a 3 to 2 vote denied the station's petition for reconsideration and granting of the application without a hearing. Commissioners Walker and Payne voted for the hearing and Commissioners Case and Craven against, with Chairman Fly absent.

Occident Flour Spots

RUSSELL MILLER MILLING Co., Minneapolis, has started a spot campaign on 23 stations to advertise Occident flour. Transcribed quarter-hour series *Frank and Julia At Home*, featuring Frank Crumit and Julia Sanderson, is being used on most of the stations three times weekly. Recordings were made by WBS. N. W. Ayer & Son, New York, handles the account. The following stations will carry the recordings: WBZ-WBZA WGR WAZL WBRE WGBI WLS WNAX WMT KDKA KRNT KGLO KSTP KROC KYSM KFAM WDAY KFYR WTAO KFBB KGIR KPFA KRBM KGHL.

Dr. Caldwell Under Way

DR. W. B. CALDWELL Inc. Monticello, Ill. (Syrup Pepsin), on Sept. 30 started its fall campaign of one-minute transcribed announcements, varying from one to three daily, five days weekly, on approximately 100 stations throughout the country. In addition, *The Deacon*, a ten-minute daily live show has been placed on WGN, Chicago, and ten-minute strips are being used in Detroit and Louisville. Sherman & Marquette, Chicago, placed the business.

Stovin to Start Own Rep Office

Canadian Veteran Resigns to Open Tri-City Business

HORACE N. STOVIN, station relations supervisor of the Canadian Broadcasting Corp., is leaving that organization to set up a station representation firm under his own name with offices in Toronto, Montreal and Winnipeg. The move has come as a surprise to the broadcasting industry, as Stovin has been with the CBC and its predecessor Canadian Radio Broadcasting Commission since 1933, but is the outcome of a change in the commercial operation of the two Winnipeg stations CJRC and CKY [BROADCASTING, Sept. 1].

Mr. Stovin

Stovin starts out with the exclusive commercial representation, both local and national, of CKY and CKX, Brandon, stations owned by the Manitoba provincial government's telephone system.

No successor as station relations supervisor has yet been picken by the CBC management, leading to the assumption that Stovin may act in an advisory capacity in the station relations department for some time, until a new department head has been picked. Meanwhile, Malcolm Neill, son of J. S. Neill, owner of CFNB, Fredericton, N. B., Stovin's assistant, and Andrew Bell, Stovin's assistant on regulations, will handle the department.

Stovin has been in radio since 1912, when as a boy he had a spark transmitter in Moose Jaw, Sask. After the First World War, while operating a drug store at Unity, Sask., he again became an amateur, turned his station into broadcasting station CMSC from 1922-27, for two years worked on broadcasting problems for the Saskatchewan Wheat Pool, and in 1929 became manager of CKCK, Regina, from which post he joined the Canadian Radio Broadcasting Commission as Western Canadian program director, becoming station relations supervisor in 1937, shortly after the CBC took over CRBC.

Stovin has not yet appointed a manager for his Montreal office. He will himself headquarter in Toronto, while his Winnipeg office will be in charge of A. J. (Tony) Messner, newly appointed commercial manager of CKY and commercial supervisor of CKX, formerly with All-Canada Radio Facilities staff at CKY.

141 radio stations from coast to coast now using

TEL-PIC WINDOW DISPLAYS

with its daily mailed picture service

TEL-PIC SYNDICATE, Inc.

1650 BROADWAY, NEW YORK

P.S. Our new reciprocal plan is without cost to station.

Representatives

GORDON HEATER, account executive of Homer Owen Griffith & Associates, Hollywood, station representatives, has been appointed Northern California manager of that firm, with offices at 681 Market St., San Francisco. The firm also functions as West Coast division of Howard H. Wilson Co.

WTAX, Springfield, Ill., has appointed The Foreman Co. as national representative.

ROGER (Dutch) HUSTON, Hollywood manager of CBS Radio Sales, is on a four-week business trip to owned and operated CBS stations.

NORMAN V. FARRELL, on the sales staff of Weed & Co., New York, has announced his marriage last August to Monica E. Weyand.

ARTHUR H. SHERIN Jr., formerly with pedlar & Ryan, New York, has joined the sales staff of International Radio Sales, New York.

Appliance Drive

GAS APPLIANCE SOCIETY of California, San Francisco, is conducting a radio campaign on 20 stations in Central and Northern California (KPO KGO KSFO KFRC KJBS KLX KWG KMJ KROW KRE KQW KSRO KMYC KTRB KHSL KVCV KDON KYOS KIEM KFBK). During the two-week campaign, which ends Oct. 19, a total of 396 spot announcements is being used as well as 92 participations on home economics programs. Account is handled by Jean Scott Frickelton Agency, San Francisco.

Promoting N. Y. Auto Show

NATIONAL AUTOMOBILE SHOW in New York Oct. 12-20 is being promoted on sustaining programs on more than 30 stations in the New York vicinity, including most of the city's stations, according to Korbel & Colwell, handling publicity for the show. Network advertisers, including Chrysler Corp., Texas Co. and Firestone Tire & Rubber Co., will also promote the show on their regular programs. NBC-Blue saluted the show in a special broadcast Oct. 13 and other networks are cooperating similarly. Local stations are expected to use some of the publicity and news material which automobile dealers have sent them.

WCBM

BALTIMORE, MARYLAND

Affiliated With The

MUTUAL

Broadcasting System

JOHN ELMER, *President*
GEO. H. ROEDER, *Gen. Mgr.*

National Representatives

THE FOREMAN COMPANY

247 Park Ave., New York
Wrigley Building, Chicago

AFTER bagging the limit on opening day of pheasant season, Earl Reineke, president of WDAY, Fargo, N. D., and Commercial Manager Barney Lavin squat with their dog and admire the day's bag.

UNCLE SAM'S FISH

Federal Spots on 98 Stations Aid Fish Industry

CLAIMING 100% cooperation from contacted radio stations, the Fish & Wildlife Service of the Interior Department has started a spot announcement campaign designed to push consumption of fish, ultimately resulting in advancing national defense by enabling the fishing industry to keep its vessels and equipment "in a state of orderly repair to meet any national emergency". Under direction of Don Block, in charge of public relations of the fisheries branch of the Fish & Wildlife Service, 98 picked stations in the vicinity of Seattle, Chicago, New Orleans, Boston, New York and Jacksonville are being used in the drive.

In each of these fishery centers the FWS market news office is distributing to participating stations a regular schedule of 20 to 40-word scripts, to be used at station convenience. Four scripts are furnished weekly to each station, with recommendation that they be included if possible on the station's morning schedules when they will reach the housewife. The announcements are built around menu suggestions emphasizing fish in the household diet.

WNEW, New York, gave exclusive coverage Oct. 2-4 and 6-9 of the seven games played in the Little World Series between the Newark Bears and the Louisville Colonels, under sponsorship of Atlantic Refining Co., Philadelphia. Earl Harper and Joe Hasel covered the games from New York and Newark. Agency is N. W. Ayer & Son, Philadelphia.

STAGE SHOW DISCS USED BY SPONSORS

OSCAR SERLIN Productions, New York, in offering stations a "free" series of 13 quarter-hour transcriptions which advertise the stage show "Life With Father", playing in New York, Boston and Chicago [BROADCASTING, Oct. 1], is permitting sponsorship of the discs. Stations accepting the recordings can sell time to play them to advertisers, or advertisers can get the series free and buy time. Eleven local sponsors have been approved by the production firm through its agent, Kermit-Raymond, New York transcription firm which made the recordings.

The sponsorship question has been thoroughly ironed out in the past two weeks in a series of conferences on whether Julius Grossman Shoes, New York, could sponsor the transcriptions on WJZ, New York. Contract has been signed when newspaper announcements informed Eddie Cantor, comedian featured in the first recording, that the program was to be sponsored. He complained that he had understood the discs were to be sustaining only. Sponsored, he said, they would be violating his contract with Young & Rubicam, New York, agency handling his radio program for Bristol-Myers Co. After conferences of NBC executives, representatives of Sterling Adv. agency handling the Grossman account, and Kermit-Raymond, Grossman was permitted to sponsor the series without the Cantor recording. On Oct. 15, two weeks later than initially planned, Grossman starts the series on WJZ. In the two-week period, Serlin Productions made sure that other artists appearing on the discs understood that they might be sponsored.

The ten other sponsors and the stations they will use for the series are: Morrison Neese Furniture Co., WBIG, Greensboro, N. C.; P. J. Ritter Co., WCAU, Philadelphia; Abernathy-Clarkson-Wright, Inc. (department store), WCAX, Burlington, Vt.; Wander Clothing Store, WFBR, Baltimore, and WMAL, Washington; Lewis Furniture Co., WJLS, Beckley, W. Va.; J. R. Miller Co. (department store), WLVA, Lynchburg, Va.; Albert Steiger (department store), WMAS, Springfield, Mass.; Reliable Clothiers, WMBG, Richmond; Harry Suffrin (men's clothing), WXYZ, Detroit; Admiral Radio Co., (receivers), WSVA, Harrisonburg, W. Va.

Network Accounts

All time EST unless otherwise indicated.

New Business

ILLINOIS CENTRAL RAILROAD, Chicago, on Nov. 3 starts *Cameos of New Orleans* on 10 NBC-Red stations, Sun., 3:30-3:45 p.m. Agency: Caples Co., Chicago.

COLGATE-PALMOLIVE PEET Co., Toronto (Palmolive shave cream, Cue), on Oct. 5 started *Share the Wealth* on 31 Canadian Broadcasting Corp. stations, Sat., 8.30-9 p.m. Agency: Lord & Thomas of Canada, Toronto.

PLANTERS NUT & CHOCOLATE Co., Wilkes-Barre, Pa. (Planters peanuts and peanut oil), on Oct. 4 started *What's On Your Mind* on 9 CBS Mountain and Pacific Coast stations, Fri., 7:15-7:45 p.m. (PST). Agency: Raymond R. Morgan Co., Hollywood.

NO THIRD TERM, Los Angeles (political), on Oct. 11 started for 4 weeks, *Political Talks*, on 16 California Don Lee stations, Mon., Wed., Fri., 9:15-9:30 p.m. (PST). Agency: Richard F. Connor Adv. Manhattan Beach, Cal.

WHEELING STEEL Corp., Wheeling, W. Va. (institutional), on Oct. 6, resumed *Musical Steelmakers* on 46 MBS stations, Sun., 5-5:30 p.m. Agency: Critchfield & Co., Chicago.

ALBERS BROS. MILLING Co., Seattle (Friskies dog food), on Sept. 29 resumed *Adventures of Dr. Hunt*, on 9 CBS Pacific Coast stations, Sun., 4:30-4:45 p.m. (PST). Agency: Erwin, Wasey & Co., Seattle.

NASH DIVISION of Nash-Kelvinator Corp., Detroit (1941 Nash cars), on Sept. 30 started *John B. Kennedy* with AP news on 65 NBC-Blue stations, Mon. thru Sat., 9:30-9:35 p.m. Agency: Geyer, Cornell & Newell, N. Y.

MENNEN Co., Newark (shave products), on Sept. 29 started *Colonel Stoopnagle's Quixie-Doodle Contest* on 52 CBS stations, Sun., 5:30-6 p.m. Agency: H. M. Kiesewetter Adv. Agency, N. Y.

LEVER BROS., Cambridge, Mass. (Rinso), on Nov. 12 starts *Grand Central Station* on 39 NBC-Blue stations, Tues,. 9-9:30 p.m., shifting *Uncle Jim's Question Bee* currently in that period for Spry to 48 NBC-Blue stations, Tues., 8:30-9 p.m. Agency: Ruthrauff & Ryan, N. Y.

QUAKER OATS Co., Chicago (cereals), on Oct. 27 starts *Your Dream Has Come True* on 36 NBC-Red stations, Sun., 5:30-6 p.m. Agency: Ruthrauff & Ryan, Chicago.

THOMAS J. LIPTON Ltd., Toronto (tea), on Oct. 6 started *Tea Musicale* on 33 Canadian Broadcasting Corp. stations, Sun. 6:15-6:45 p.m. Agency: Vickers & Benson, Toronto.

TOPNOTCH news commentators, radio editors and business executives, on Sept. 29 were guests of Niles Trammell, NBC president, at a buffet supper in New York celebrating Lowell Thomas' 10th anniversary on the air. During the anniversary event, highlighted by a special broadcast participated in by commentators from all the networks, the veteran NBC-Blue commentator was presented with his original microphone, gold-plated for the occasion. Participating in the presentation were (l to r) Mr. Trammell, Mr. Thomas and Walter C. Pew, general sales manager of Sun Oil Co., the sponsor.

VICK CHEMICAL Co., Greensboro, N. C., (Vatronal), on Sept. 30 started for 26 weeks, *Wake Up & Sing*, on 10 NBC-Pacific Red stations, Mon., Wed., Fri., 7:30-7:45 a.m. (PST). Agency: Morse International, N. Y.

SAFEWAY STORES Inc., Oakland, Cal., (grocery chain), on Nov. 15 starts for 13½ weeks *Frost Warnings & Farm News* on 10 California Don Lee stations (KHJ, KGB, KFXM, KPMC, KVOE, KXO, KVEC, KDB, KTKC, KHSL), Mon. thru Sun., 9:15-9:30 p.m. (PST). Agency: Lord & Thomas, San Francisco.

P. LORILLARD Co., New York (Old Gold cigarettes), on Oct. 9 started for 13 weeks *Martha Mears* and Texas Rangers, on 7 CBS West Coast stations (KNX KARM KSFO KOIN KVI KIRO KFPY), Wed., Fri., 6-6:15 p.m. (PST). Agency: Lennen & Mitchell, N. Y.

P. LORILLARD Co., New York (Sensational cigarettes), on Oct. 1 started for 13 weeks, *Sensational Quizzes*, on 31 Pacific Coast Don Lee stations, Tues., Thurs., 7:45-8 p.m. (PST). Agency: Lennen & Mitchell, N. Y.

BAILEY HAT Co., Los Angeles (hats), on Oct. 3 started for 8 weeks, *Hats Off With Mike Frankovich*, commentator, on 16 California Don Lee and 3 Arizona Network stations (KOY KSUN KTUC), Thurs., 10:30-10:35 p.m. (PST). Agency: Lee Ringer Adv., Los Angeles.

ROBIN HOOD FLOUR MILLS, Montreal (flour), on Oct. 3 started *On Parade* on 41 Canadian Broadcasting Corp. stations, Thurs., 9:30-10 p.m. Agency: James Fisher Co., Montreal.

TUCKETT'S TOBACCO Ltd., Hamilton, Ont., on Oct. 7 started *Les Gais Lurons* on CKAC, Montreal; CHRC, Quebec; Mon. thru Fri., 9:45-10 p.m. Agency: Whitehall Broadcasting Co., Montreal.

STERLING DISTRIBUTODS Ltd., Windsor, Ont. (Ironized Yeast), on Oct. 3 started *Les Secrets du Dr. Morhanges* on 5 Canadian Broadcasting Corp. French network stations, Thurs. 8:30-8:55 p. m. Agency: Ruthrauff & Ryan, N. Y.

STERLING DISTRIBUTORS Ltd., Windsor, Ont. (Ironized Yeast), on Oct. 4 started *Canadian Theatre of the Air* on 32 Canadian Broadcasting Corp. stations, Fri. 10-11 p.m. Agency: Ruthrauff & Ryan, N. Y.

CREW OF THE GOOD SHIP GRACE Inc., Los Angeles (religious), on Oct. 1 started for 52 weeks, *Haven of Rest*, on 30 Pacific Coast Don Lee stations, Tues., Wed., Fri., 10-10:30 p.m. (PST). Agency: Cochran Adv., Los Angeles.

COLGATE-PALMOLIVE PEET Co., Toronto (Cashmere Bouquet soap), on Oct. 12 started *Sweet & Sing* on 31 Canadian Broadcasting Corp. stations, Sat. 8-8:30 p. m. Agency: Lord & Thomas of Canada, Toronto.

Renewal Accounts

FORD MOTOR Co., Dearborn, on Sept. 29 renewed *Ford Sunday Evening Hour* for its seventh consecutive year on 83 CBS stations, Sun., 9-10 p.m. Agency: N. W. Ayer & Son, Philadelphia.

COLGATE-PALMOLIVE-PEET Co., Jersey City (Supersuds), on Oct. 7 renewed for 52 weeks *Ellen Randolph* on 44 NBC-Red stations, Mon. thru Fri., 10:30-10:45 a.m. Agency: Benton & Boyles, N. Y.

CHESEBROUGH MFG Co., New York (vaseline products), on Oct. 20 renews for 52 weeks *Dr. Christian* on 61 CBS stations, Wed., 8:30-8:55 p.m. (EST), with West Coast repeat, 8:30-8:55 p.m. (PST). Agency: McCann-Erickson, N. Y.

SIGNAL OIL Co., Los Angeles, on Nov. 10 renews for 52 weeks, *Signal Carnival*, on 14 NBC-Pacific Red stations, Sun., 7:30-8 p.m. (PST). Agency: Barton A. Stebbins Adv., Los Angeles.

JOHN LABATT Ltd, London, Ont. (beer), on Oct. 1 renewed *Romance of 'ti Jos* on CKAC, Montreal; CHLT, Sherbrooke, Que.; CHLN, Three Rivers, Que.; CKCH, Hull, Que.; Tues., 10-10:30 p.m. Agency: J. Walter Thompson Co., Toronto.

HEALTHAIDS Inc., Jersey City, (Serutan), on Oct. 5 renewed for 52 weeks, *Serutuan News*, on 6 West Coast Don Lee stations (KHJ KFRC KGB KOL KMO KALE), Sat., Sun., 9-9:15 p.m. (PST). Agency: Raymond Spector Co., N. Y.

Network Changes

ANACIN CO., Jersey City (proprietor), on Oct. 8 added 6 NBC-Blue stations to *Easy Aces* making a total of 51 NBC-Blue stations, Tues., Wed., Thurs., 7-7:15 p.m. Agency: Blackett-Sample-Hummert, N. Y.

LEVER BROS., Cambridge, Mass. (Spry), on Oct. 8 shifts *Uncle Jim's Question Bee* from CBS, Wed., 8-8:30 p.m., to NBC-Blue, Tues., 9-9:30 p.m. Agency: Ruthrauff & Ryan, N. Y.

CAMPBELL SOUP Co., Camden (Franco-American spaghetti and macaroni), on Sept. 30 increased broadcasts of Lanny Ross on 56 CBS stations Wed. thru Fri. to Mon. thru Fri., 7:15-7:30 p.m. (repeat 11:15-11:30 p.m.). Agency: Ruthrauff & Ryan, N. Y.

PHILIP MORRIS & Co., New York (Philip Morris cigarettes), has added 10 NBC-Red stations to *Johnny Presents*, making a total of 96 NBC-Red stations, Tues., 8-8:30 p.m. Agency: Biow Co., N. Y.

Additions to the Blue

ADDITION of WKIP, Poughkeepsie, N. Y., and the new WLOF, Orlando, Fla., to the NBC-Blue network this month, brings the total of NBC affiliates to 204 as of Jan. 1, 1941. This includes the recently announced additions of WAKR, Akron, Oct. 7; WIZE, Springfield, O., Nov. 1; KFRU, Columbia, Mo., Jan. 1, 1941. WKIP, which joined the Blue Oct. 6, is available as a bonus outlet to advertisers using WABY, Albany, and operates with 250 watts on 1420 kc. WLOF, which joins the NBC-Blue Florida group Oct. 21, will be available at a base evening rate of $60 an hour and operate with 250 watts on 1200 kc.

FLORIDA CITRUS COMMISSION, Lakeland, Fla., started Mary Margaret McBride on Oct. 7, instead of Sept. 30 as previously announced, on 39 CBS stations, Mon., Wed., Fri., and 21 CBS stations Tues. and Thurs., 3-3:15 p.m., instead of 3:15-3:30 p.m. as originally planned. Agency: Arthur Kudner, N. Y.

MARS, Inc., Chicago (candy bars), on Oct. 21 shifts *Dr. I. Q.* from New York to Milwaukee on 95 NBC-Red stations, Mon., 9-9:30 p.m. Agency: Grant Adv., Chicago.

PROCTER & GAMBLE Co., Cincinnati (Oxydol), on Oct. 4 added four NBC-Red stations to *Everyman's Theatre*, making a total of 59 NBC-Red stations, Fri., 9:30-10 p.m. Agency: Blackett-Sample-Hummert, Chicago.

F. W. FITCH Co., Des Moines (shampoo), on Oct. 6 added 25 NBC-Red stations to the *Fitch Bandwagon* making a total of 109 NBC-Red stations, Sun., 7:30-8 p.m. Agency: L. W. Ramsey Co., Davenport, Ia.

GENERAL FOODS Corp., New York (Swansdown and Calumet), Diamond Crystal Salt), on Oct. 1 added 15 CBS stations to *Kate Smith Speaks*, making a total of 84 CBS stations, Mon. thru Fri., 12 noon-12:15 p.m. Agencies: Young & Rubicam, N. Y—Swansdown-Calumet; Benton & Bowles, N. Y.—Diamond Crystal Salt.

COLGATE-PALMOLIVE-PEET Co., Jersey City (toothpowder), on Oct. 7 shifted *Stepmother* on 28 CBS stations, Mon. thru Fri., from 9:45-10 a.m. to 9:30-9:45 a.m. Agency: Sherman & Marquette, Chicago.

AMERICAN TOBACCO Co., New York (Lucky Strike cigarettes), on Oct. 23 shifts *Kay Kyser's College of Musical Knowledge*, on 105 NBC-Red stations, Wed., 10-11 p.m. (EST), from Hollywood to New York. Agency: Lord & Thomas, N. Y.

BELL TELEPHONE SYSTEM, New York, on Oct. 7 added 3 NBC-Red stations to *The Telephone Hour* making a total of 90 NBC-Red stations, Mon., 8-8:30 p.m. Agency: N. W. Ayer & Son, N. Y.

WOL
WASHINGTON, D. C.
1,000 Watts
DAY & NIGHT
Affiliated With the Mutual Broadcasting System
1230 KC.

AFRA-Network Compromise On Sustaining Scale Reached

Verbal Agreement Awaits Ratification by Union; Action Deferred on Transcription Contract

CONFIRMING expectations that the differences between the networks and the American Federation of Radio Artists over the terms of a new contract to cover the employment of talent on sustaining network programs would be dispelled by mediation [BROADCASTING, Oct. 1], a verbal agreement was reached early in the month. Lawyers for both union and employers spent last week reducing the contract to writing, and AFRA is now submitting the new pact to its members for ratification.

Meeting of the New York chapter of AFRA was to have been held Oct. 14. Chicago and San Francisco locals meet Oct. 15 and the Hollywood contingent Oct. 16. Locals are expected to ratify the new terms and support the action of the union's executive board just as at their last meetings a month ago these same locals approved the board's acceptance of the mediation offer, but authorized the board to take whatever action it deemed necessary, up to and including calling a strike, if the negotiations proved unsuccessful [BROADCASTING, Sept. 15].

A True Compromise

Announcement that an agreement had been reached was made by Jules S. Freund, executive secretary of the New York State Mediation Board, whose chairman, William H. Davis, had invited the union and network officials to reopen negotiations before taking other action, thus averting a nationwide strike of actors, singers and announcers on all network sustaining programs which the union had scheduled for the weekend of Sept. 14. Mr. Davis acted as chairman at the subsequent meetings.

Terms of the agreement have not been revealed and will not be until their ratification by the AFRA membership, but both sides are said to have made substantial concessions, with the final contract representing neither victory nor defeat for either side but a true compromise. Following the meetings of the local unions in the four cities in which most network programs originate, the AFRA board will submit the approved contract to the networks for acceptance. Meanwhile the terms of the previous contract, which expired Aug. 12 but was extended for a month and then for an indefinite period during negotiations, continue in force.

AFRA had hoped to conclude both this sustaining network contract and a national agreement covering talent employed on transcriptions before December, when negotiations are scheduled to commence with network and advertising agency executives on revisions in the present code for network commercial programs, expiring in February, 1941. Executives of the union refused to discuss the resumption of negotiations with the transcription committee, however, stating that until the sustaining contracts are ratified and accepted no other matters will be given consideration.

A one-year contract between AFRA and WHN, New York, was signed Oct. 4 by Herbert L. Pettey, manager of the station, and George Heller, associate executive secretary and treasurer of AFRA. Contract is the standard AFRA form, it was stated, providing for a 40-hour, five-day week, vacations and sick leaves, and other usual provisions.

RAY H. MANSON, vice-president and general manager of Stromberg-Carlson Telephone Mfg. Co., will deliver a graphic lecture on FM before the annual convention of the U. S. Independent Telephone Assn. in Chicago, Oct. 16.

AUDIENCE PROBLEM UP AGAIN

Dick Marvin Bars Onlookers From Studio for 'Meet Mr. Meek' and 'Blondie' Series

RECENT decision by Richard Marvin, radio director of William Esty & Co., New York, to prohibit studio audiences from future broadcasts of the Lever Bros. *Meet Mr. Meek* series on CBS as well as from R. J. Reynolds Tobacco Co.'s *Blondie* series on CBS, brings up the endless topic for radio people—whether studio audiences change the spirit of radio performances.

Mr. Marvin has a divided opinion on the subject, feeling that studio audiences hinder only dramatic programs such as *Blondie* and *Meet Mr. Meek*. "They hinder because many of the laughs are based on the visual rather than the auditory," he thinks. "This isn't fair to the home listening audience as the production is held up until the laughs subside. Perhaps the lines haven't been particularly funny. The home audience can't see the actors so they can't understand the wherefore of dead air punctuated with laughs they can't share.

"On the other hand," Marvin stated, "variety programs like *Al Pearce, Grand Ole Opry* and *Luncheon at the Waldorf* almost demand a studio audience for atmosphere. Variety shows are timed for studio laughs the same as a musical comedy is timed for laughs."

In complete disagreement with Marvin is Bill Tuttle, program director of Ruthrauff & Ryan, New York, who handles *The Shadow* program, sponsored on MBS by the DL&W Coal Co. Tuttle says, "The folks working on the show seem to feel a greater intensity about their activities when they're performing under theatrical conditions. They put more heart into their work, actually feeling they're in a dramatic production, and not isolated in a studio. There's just no substitute for a real, living audience, and I think studio audiences give radio just what it needs: a sense of reality."

Continuing the controversy is Basil Longhrane, also a program director, who doesn't believe studio audiences belong in any broadcast performances. Loughrane directs *Light of the World*, the General Mills serial on NBC, and states that "the true value of radio lies in what it can contribute of its own to drama. Studio audiences make the actors feel they are working in the legitimate theatre, and while they may enjoy that feeling, I think it is bad. Instead of concentrating on the job of expressing dramatic lines with every possible shade of expression in the human voice, the actors naturally play to the people before them and waste effort in putting on a visual acting performance."

SALES OFFICIALS and members of the station relations department of NBC-Blue on Oct 7 entertained officials of Harold H. Clapp Inc., Rochester baby food manufacturer, and Young & Rubican, Clapp agency, at a cocktail party in Radio City. The firm on Sept. 30 started the new *Mother of Mine* program, heard Monday through Friday, 4-4:15 p.m., on the network. Snapped during a conversational moment are (l to r) Dudley Rollinson, NBC-Blue salesman; Edgar Kobak, vice-president in charge of Blue Network sales; Milford Baker, Y & R account executive; Mrs. H. W. Roden and H. W. Roden, president of Harold H. Clapp Inc.

5000
WATTS DAY AND NIGHT
CBS
Building in Tulsa breaks ten year record — Home Construction at $3,929,715.
Tulsa's
KTUL
FREE & PETERS, Inc.

(U.P.)
THE MARK OF ACCURACY, SPEED AND INDEPENDENCE IN WORLD WIDE NEWS COVERAGE
UNITED PRESS

WWNC
17 Hours Daily—Continuous
Full-time CBS affiliate
ASHEVILLE N.C.
1000 WATTS 570 Kc.
Sole BLANKET COVERAGE of WESTERN NORTH CAROLINA

HALIFAX, NOVA SCOTIA
Where more radio sets are located than any other centre of the Maritimes.
Halifax is served by the key station of the Maritimes
CHNS
JOS. WEED & CO.
350 Madison Avenue, New York
Representatives

A DAY FOR DAMES
WSM to Operate Without Men
Conscription Day

ONLY WOMEN will be seen about the studios of WSM, Nashville, on Oct. 16 when the entire male staff goes to register under the new Selective Service Act. Since all WSM announcers are within the 21-35 year age limits, Manager Harry Stone has decided to make Oct. 16 an all-feminine day, calling in women actors to become announcers for the entire day's schedule.

According to announced plans, the women will perform all the chores of men announcers, including sportscasts and newscasts, farm programs and stock market and livestock reports. They also will man the 60-pound pack transmitter for a *Man on the Street* broadcast as well as a *Men at Work* pickup—strangely enough, interviewing the oldest garbage collector in the city. Another innovation for Defense Day, as it is called by WSM, is elimination of the NBC chimes and substitution of a special set ringing out on the quarter-hour the first melody line of "America"—"My country, 'tis of thee, sweet land of liberty".

MILLER FURNITURE Co., New York, on Oct. 14 started a week of spot announcements for its retail furniture on WHN, New York, and WAAT, Jersey City, and on Oct. 21 will change the campaign to thrice weekly quarter-hour participations on Art Green's program on WHN, and Paul Brenner's broadcasts on WAAT. Newly-appointed agency is Emil Mogul Co., New York.

October, 1940

Dear Mr. Advertiser:

To make a confession, **OUR BUSINESS WAS SWELL *this summer and*** **FALL BUSINESS IS EVEN BETTER. *But,*** **YOU SHOULD SEE OUR CLIENTS' BOOKS.**

They'll all tell you the same story. It's **WCBA-WSAN, ALLENTOWN, PA. *where you can*** **SERVICE 306,000 RADIO FAMILIES *with*** **NO COMPETITION. *Where*** **BUSINESS IS GOOD *(unemployment is only 2%). Where you get*** **COVERAGE PLUS *and a*** **LOYAL AUDIENCE.**

The answer for increased business is:

WCBA-WSAN

Lehigh Valley Broadcasting Co.

ALLENTOWN, PA.

NBC RED AND BLUE
QUAKER NETWORK
PENNA. REGIONAL

Broadcasts Help Defense

(Continued from page 14)

p.m., Wednesdays and Fridays on MBS and Tuesdays and Thursdays on CBS, and 6:15-6:20 p.m. six days weekly on NBC-Red. They feature network commentators and selective service officials, with explanations of how the selective service system works and reminders to listeners of Registration Day.

Special Pickups

Lieut. Col. Lewis B. Hershey, executive officer at National Selective Service Headquarters, also has been featured on a series of special network programs. On Oct. 8 Col. Hershey and a group of educators appeared on CBS on a quarter-hour special feature to answer specific questions on the effect of the selective service program on college students. On Oct. 9 he appeared on MBS; Oct. 10, on CBS, and Oct. 11, again on MBS. On Oct. 13 he participated in the *University of Chicago Roundtable* on NBC-Red.

All the networks are planning special pickups in connection with Registration Day, although full details of these special events undertakings have not been announced. Man-in-the-street opinions on the draft will be carried on CBS on a quarter-hour feature Oct. 16. Microphones will be set up in Selective Service Headquarters in Washington, in New York's lower East Side, in a farm community near Chicago and in a well-to-do section of Hollywood, according to present plans.

NBC is planning similar pickups, for both the Red and Blue networks, from New York, Chicago and San Francisco registration places, 1-1:15 p.m. (EST) on the Red and 11:15-11:30 p.m. on the Blue. Programs will cover both color descriptions and interviews with selective service officials and registrants.

Lottery Later

The networks also have indicated they will give extensive coverage to the ceremonies at the selective service lottery, to be held a few days after registration. The exact date and location for the drawing has not yet been announced, although it was indicated at Selective Service Headquarters that radio would be given a prominent place in the historic tableau. The drawing itself may consume as much as 12 hours or more. It is considered likely the first two hours or so will be covered completely, after which periodic pickups will be made as the drawing continues.

KSCJ SIOUX CITY IOWA
The JOURNAL
5000 WATTS DAY
1000 WATTS NITE
The ONLY Radio Transmitter of this or greater power within 75 miles of Sioux City

An ambitious series started Oct. 3 on WFIL. Program Director James Allan has developed a newsreel type of show, run in series form for 15 minutes each week, following with portable recording equipment the action of a Philadelphia recruit from the moment he expressed his desire to join the Army. The newsreel technique of recording and editing follows the recruit at camp until he becomes a first-class private. Lieut. Daniel Munster, former radio announcer, does the narration for the series, and William Gallegher, a member of the WFIL staff, edits the "reels".

WCAU Carries Several

WCAU contributes three half-hour programs weekly, *America Flys, Philadelphia Prepares* and *Of Stars and Stripes*. Lieut. Col. Frederick Schoenfeld, head of the Philadelphia District Army Recruiting office, has submitted a recording of a *Philadelphia Prepares* show to the War Department in Washington with the suggestion that it be used nationally. The stanza dramatizes the story of a boy enlisting in the Army, from the moment he steps into the recruiting office to the time he is sworn into service.

At WIP, Major Edward A. Davies, vice-president in charge of sales, is working on a series of radio programs for use by the United States Army to aid in recruiting.

WMBD, Peoria, recently broadcast five programs outlining enlistment opportunities in various branches of the U. S. military and naval service. A shortwave broadcast for the U. S. Naval Reserve was presented from submarine chaser No. 64, which saw service in the World War. Other programs came from the State Armory, the army, navy and U. S. Marine recruiting offices.

Albers Resumes on Coast

ALBERS BROS. MILLING Co., Seattle, on Sept. 29 resumed advertising for Friskies dog food on nine CBS Pacific coast stations with the mystery drama, the *Adventures of Dr. Hunt*. The program, previously on CBS, has been off the air for the last eight months. In the new series, contracted for 11 weeks, each program is a complete episode. Erwin, Wasey & Co., Seattle, handling the account, has lined up KLZ KSL KNX KARM KOIN KSFO KIRO KFPY KVI.

Del Monte Spots

CALIFORNIA PACKING Corp., San Francisco (Del Monte coffee), on Oct. 7 started a 21-week campaign using one-minute transcribed dramas, six times weekly, on WJR, KOB, WGY, KIRO and 12 times weekly on WFBM and KYW. In addition it is using 150-word participations six times weekly alternately on *Fletcher Wiley's Housewives' Protective League* and the *Sunrise Salute* on KNX, Hollywood. Account placed through McCann-Erickson, San Francisco.

George Podeyn Named WHJB, Greensburg, Mgr.

GEORGE PODEYN, recently general manager of the ill-fated Transcontinental Broadcasting System, has been appointed manager of WHJB, Greensburg, Pa., which along with WJAS and KQV, Pittsburgh, is owned by H. J. Brennen, prime mover in the TBS project. Starting in radio before the days of networks as a salesman for WEAF, Podeyn joined NBC at its formation and after pioneer work in the Midwest and West Coast headed the radio department of George Batten Co. and continued with the agency after the merger that created BBDO. For several years he served on the sales staff of World Broadcasting System, then becoming New York manager of the Texas State Network, from which position he was transferred to the TBS post by Elliott Roosevelt, then head of both networks. Podeyn remained with TBS after Roosevelt's withdrawal, assisting H. K. Boice in an effort to reorganize the proposed new national network.

Mr. Podeyn

Grove Starts Spots

GROVE LABORATORIES, St. Louis, on Oct. 7 started a thrice weekly series of quarter-hour news commentaries by Besse Howard, noted correspondent and lecturer, on KYW, Philadelphia. The programs are heard in the interest of Bromo Quinine, a campaign for which will start soon throughout the country. According to J. Walter Thompson Co., New York, agency, newly-appointed to handle spot radio for that product, announcements, news and participations will be used but the full schedule has not yet been arranged.

Motorist Series Sold

THE popular safety show on WGL, Fort Wayne, titled *Hey! Mr. Motorist*, has been sold to Accessory Lou, auto accessories dealer. Carl Vandagrift and Eldon Campbell interview motorists who are stopped by policemen for the purpose. Sponsor is merchandising the program with outdoor displays, newspaper ads, auto-key chain premiums which carry a plate for stamping the holder's license number, and interior store displays.

Jewel Time

JEWELRY firms are urged to use radio, particularly time signals, by E. Bastheim Co., Los Angeles wholesale jewelry house. A monthly trade letter prepared for the firm by its agency, The Mayers Co., and read by most retail jewelers in the West, recommends a time signal with a short spot announcement four or five times daily as giving the best results. The advice laid particular emphasis on the close connection between the time service and the jewelry store.

CHARTER MEMBERS of the KOIN Ten Year Club were honored Oct. 4 at a dinner attended by 150. The members are (seated, l to r) C. W. Myers, KOIN president; Owen Dunning, musician; Ruth Bjork, production; Earl Denham and Jack Lombard, technicians; (standing) Bruce Fichtl, account executive; C. Roy Hunt, manager; Tom Case, account executive; Johnnie Walker, production manager; Joseph Sampietro, musical director; Newt Hedin, account executive; Art Kirkham, announcer.

Stage Pickets at NBC But It Was a Mistake

NBC STUDIOS in New York were picketed by members of the International Alliance of Theatrical Stage Employes and Moving Picture Machine Operators for two days in early October, mystifying NBC executives who first learned that they were "unfair" from reading the signs of the pickets.

After some hurried conferences the pickets were withdrawn with the explanation that it was all a "misunderstanding". Seems a report that the Westinghouse *Musical Americana* broadcasts were to be moved from the Ritz Theatre to Studio 8-H alarmed the IATSE members, as stagehands are employed for broadcasts originating in theatres but not for those emanating from the network's studios. When the union learned that the move was being made only in order to make the theatre available for the Eddie Cantor program on the same evening and that it would result in no loss of work for IATSE members, it was decided that NBC was not "unfair", and that was that.

Atwater Kent Plant Sold

THE former plant of A. Atwater Kent Mfg. Co., Philadelphia, pioneer radio manufacturer, was sold Oct. 9 to Bendix Aviation Corp., a subsidiary of General Motors, for national defense industrial work. Sale of the plant, with machinery to be installed, involved $3,500,000, with 10,000 men to be employed at peak production.

HAY-ADAMS HOUSE

In hospitality, charm and dignity as well as service and cuisine, the Hay-Adams House perpetuates these two great names. An ideal location, directly opposite the White House, overlooking beautiful LaFayette Park. Write for free "Guide to Washington."

From $3.50 Single $5. Double

Completely Air Conditioned

WASHINGTON D.C.

VETERANS OF KOIN

Ten-Year Employes Honored

At Station Party

IN RECOGNITION of a decade or more of service, 13 members of the staff of KOIN-Portland, Ore., including C. W. (Chuck) Myers, president, were feted Oct. 4 at a supper. The honored members were given gold pins, and became the charter group of the "KOIN Ten Year Club".

The station's entire staff and guests, a gathering of nearly 150, ate turkey, talked old times and heard a challenge to all other stations to match KOIN's record of "faithful, long-term associates". Seven KOIN-ers reach the decade milestone next year, and as many again in '42.

Art Kirkman, chief announcer, acted as toastmaster. He is KOIN's "oldest" employe, having been with the organization 12 years. Presentation of the gold pins was made by Mr. Myers and C. Roy Hunt, treasurer and general manager of KOIN.

Vacation Mystery

EDITH MORGAN PERRON, of the NBC Chicago press department, returned from a Colorado vacation this week after unearthing a first class mystery and achieving considerable local publicity in the Rocky Mountain National Park area. While with a hiking party in the region of Chasm Lake, Miss Perron and Dr. Percy Dawson of Austin, Tex., discovered a human skull. The skull, with four gold teeth intact, was turned over to Chief Ranger J. Barton Herschler and Park Superintendent David H. Canfield who are endeavoring to connect the skull with the disappearance 19 years ago of a Los Angeles visitor. They are checking the teeth and dental work with dentists in California and also searching for other parts of the skeleton.

ALICE MARBLE, women's national tennis champion, has become a sports announcer on the staff of WNEW, New York, and on Oct. 11 started a Friday evening program devoted largely to predictions of football results.

RCA Mfg. Promotions

ROBERT SHANNON, executive vice-president of RCA Manufacturing Co., Camden, N. J., has announced seven executive promotions within the organization. E. W. Ritter, former manager of radio tube manufacturing, has been made vice-president in charge of all the company's manufacturing and production engineering. H. L. Sommerer, formerly manager of manufacturing, has been appointed assistant to Mr. Ritter in charge of all manufacturing activities in connection with the national defense industrial program, which includes an Army contract awarded Oct. 10 for $7,605,773 worth of radio receivers. E. W. Engstrom, former director of general research, has been promoted to manager of all research activities for the company. E. E. Lewis, general administrator of accounts and finance, has been named assistant vice-president. The promotions also include three assistant controllers, appointments going to H. L. Beisswenger, I. T. Kitzmiller and E. M. Moore.

RCA Mfg. CIO Contract

RCA MFG. Co., Camden, on Oct. 9 ratified a new contract with the United Electrical, Radio & Machine Workers of America, Local 103, CIO, representing more than 1,000 workers at the plant, which provides among other things that all men volunteering or conscripted for service with the armed forces be given back their jobs after completing military service. Other provisions of the contract include: Maintenance of the present basic wage scale; a 5% bonus for employes working on second or third night shifts, the bonus to be computed on hourly earnings; a week's vacation with a bonus of 2% for employes working one to five years; two weeks vacation with a 4% bonus for those employed five or more years. Such payments will amount to about $500,000.

Libel Suit Dismissed

LIBEL suit for $250,000 brought by Moses H. Polakoff, attorney, against CBS, American Tobacco Co. and Edwin C. Hill was dismissed Oct. 9 in New York Supreme Court by Justice Timothy A. Leary. Polakoff claimed he had been libeled by Hill on a CBS news program in 1938 during the trial of Lucky Luciano, for whom Polakoff was acting attorney. Decision was that evidence in the court had failed to support the charge.

Wythe Williams' Forum Pends

ALTHOUGH apparently still in the works, arrangements for the series of forum programs on national defense activities developed by Wythe Williams, MBS commentator, have not been consummated [BROADCASTING, Oct. 1]. Tentatively scheduled to begin Oct. 6, no definite action toward starting the White House-approved series has been announced. Both CBS and NBC reported as BROADCASTING went to press that no time reservations or other definite arrangements have been made.

PERMO PRODUCTS Corp., Chicago, manufacturer of Permo phonograph needles and recording styli, has started constructing an addition to its present plant, doubling the present factory floor space.

CHICAGO HERALD - AMERICAN, on behalf of circulation, during October is running a varied schedule of one-minute announcements on WBBM, WMAQ, WIND, WCFL and WAAF, plugging its "Game of Check" and encyclopedias. Bozell & Jacobs Inc., Chicago, handles the account.

Equipment

COLLINS RADIO Co., Cedar Rapids, Ia., has started constructing a new 52,000-square foot factory building, located on a 26-acre tract. The new $250,000 building will be used in conjunction with the present 40,000 square foot Collins plant. All research, engineering and precision manufacturing will be transferred to the new building, which is to be ready for occupancy about Nov. 1. The Austin Co., Chicago, is construction contractor.

GENERAL ELECTRIC Co. has announced that contracts have been awarded for construction of a new building in its Schenectady works to be used in the manufacture of radio transmitters. The building is to be of brick and steel construction, 800 by 168 feet, with provision for multi-story offices in front. Cost probably will exceed $500,000.

VICTOR J. ANDREW, Chicago, consulting engineer and manufacturer of radio antenna equipment, has issued Bulletin 90 cataloguing his full line of tower lighting equipment.

A HALLICRAFTER SX-28 receiver has been added to the news and special events department of WBBM-CBS Chicago. The 19-tube receiver, known as the Super-Skyrider, will improve the range and coverage of WBBM's shortwave *Listening Post* facilities furnished by Hammarlund Super-Pro long-range receiver and a smaller Hallicrafter Ultra-Sky-Rider, both of which have been in use for some time.

RCA MFG. Co., Camden, N. J., has announced a new Type 250-K 250-watt broadcast transmitter, along with a new 305-A RCA oscilloscope.

STYLED FOR Beauty
ENGINEERED FOR Silence
NEW
FAIRCHILD
Cabinet Model
Transcription Turntables

Model F-81 Transcription Turntable

- New-style mounting for lower noise level.
- All-metal cabinet: gun-metal finish, chrome trim.
- Famous Fairchild units perform better than ever in these new cabinets. 30" high.
- Roomy disc storage cabinets.

Write for Complete Literature on F-81 Turntable Today!

"...it had to satisfy Fairchild first"

FAIRCHILD
Sound Equipment Division
AVIATION CORPORATION
88-06 Van Wyck Boulevard, Jamaica, L. I., N. Y.

KATE SMITH was given the third annual Drake U Radio Arts Award, presented by Phi Beta Epsilon, honorary and professional radio arts fraternity of Drake U, on her *Kate Smith Speaks* broadcast on Oct. 11.

LANG-WORTH
planned programs

LARGEST PUBLIC DOMAIN RECORDED LIBRARY in the WORLD

•

LANG-WORTH
FEATURE PROGRAMS
420 Madison Ave.
New York

WHAT! NO RADIO!

Choosy Hitch-hiker Spurns —Cars Minus Sets—

Cleveland Press

IT HAPPENED in Cleveland, according to one of the local papers. A Cleveland citizen, driving along a suburban avenue, stopped his car to offer a curbstander a ride down town. Many drivers thereabouts pick up thumbers who look as if they might be neighbors. This one, with one foot on the running board, looked inside the car, then stopped. "What! No radio!" he said. "I'll wait for another car. Thanks just as much."

Defense Training Plans May Have Radio Course

AUTHORIZATION by Congress of $9,000,000 for an intensive national defense training program in eigineering schools over the country may provide radio engineers an opportunity to participate in engineering short courses, according to the U. S. Office of Education. The program is designed to meet the shortage of engineers in fields essential to national defense. Some 30,000 engineers ar expcted to be included in the program.

With appointment of an advisory committee on engineering training for national defense, the Office of Education is contacting engineering colleges and universities throughout the country. If radio engineering is included in the program and training is available at participating schools, it is thought possible specialized training in their field may be available to radio engineers. Funds available under the authorization will be administered by the Office of Education and will be used for payment of tuition and teaching costs for the short courses.

WALTER DAMROSCH, NBC music counsel, for the 13th consecutive season will conduct the NBC *Music Appreciation Hour* on NBC-Blue starting Oct. 18. The full hour concerts are divided into four series of half-hour programs, two of them for children, two for students and adults.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

McNARY & CHAMBERS
Radio Engineers
National Press Bldg. Nat. 4048
Washington, D. C.

There is no substitute for experience
GLENN D. GILLETT
Consulting Radio Engineer
982 National Press Bldg.
Washington, D. C.

PAUL F. GODLEY
Consulting Radio Engineer
Phone: Montclair (N. J.) 2-7859

JOHN BARRON
Consulting Radio Engineer
Specializing in Broadcast and Allocation Engineering
Earle Building, Washington, D. C.
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PAGE & DAVIS
Consulting Radio Engineers
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HECTOR R. SKIFTER
Consulting Radio Engineer
FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

A. EARL CULLUM, JR.
Consulting Radio Engineer
Highland Park Village
Dallas, Texas

CLIFFORD YEWDALL
Empire State Bldg.
NEW YORK CITY
An Accounting Service
Particularly Adapted to Radio

Frequency Measuring Service
EXACT MEASUREMENTS
ANY HOUR—ANY DAY
R.C.A. Communications, Inc.
66 Broad St., New York, N. Y.

Radio Engineering Consultants
Frequency Monitoring
Commercial Radio Equip. Co.
7134 Main Street, Kansas City, Mo.
Branch office, Crossroads of the World
Hollywood, Cal.

RWM
RAYMOND M. WILMOTTE
Consulting Radio Engineer
Broadcast Engineering
Special Equipment Designing
Bowen Bldg. • WASH., D. C. • NA. 6718

CLASSIFIED *Advertisements*

Help Wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close 10th and 25th of month preceding issues.

Help Wanted

Announcers—midwestern regional station has openings for experienced newscaster and announcer with M. C. experience. Send transcription and photo, giving personal description, experience, education, salary desired with application. Box 4, BROADCASTING.

Wanted—an experienced program director, also a salesman for CBS 1000 watt station in Central West. Box 7, BROADCASTING.

Engineer—first class radiotelephone license, no experience necessary. State qualifications and send picture. Box 15, BROADCASTING.

Combination Announcer-Engineer—must be good announcer, hold first class license. Send complete details and salary expected. Box 14, BROADCASTING.

Experienced time salesman — for highly competitive market of 200,000. Modest salary. Generous commission. Must have proven production record. Write Box 11, BROADCASTING.

Radio Personnel—cash in on your ability. Enjoy prestige, profit of better position. Confidential Intermediary promotes you. Present position, identity protected. Personal Promotion Service, 3 Crandall Street, Binghamton, N. Y.

Station Managers & Employees—we operate nationally! We have made satisfactory placements in nearly everp section of this country with clients in 42 states and two U. S. possessions. Let us help you, too! National Radio Employment Bureau, Box 864, Denver, Colorado.

Situations Wanted

Experienced major-market radio salesman—agency background, desires sales position in major-market station or sales manager job in smaller station. College man. Married. Go anywhere. Excellent record. Box 5, BROADCASTING.

Salesman—with several successful years of Radio Time Sales on Locals, Regional, Clear Channel. Also newspaper-magazine experience. Wants to change. Sober, hard working, knows his way around. Can show and prove outstanding record of past and present sales. Box 3, BROADCASTING.

Operator (First Class Phone) — now employed with local station. Desires a better position. Young and will go anywhere. Box 8, BROADCASTING.

Announcer-Continuity — experienced 1,000-watt station as commercial announcer, newscaster, commentator. Fine musical background. Four foreign languages. Real selling voice. Produced, presented station's biggest programs. Box 16, BROADCASTING.

Situations Wanted (Continued)

Chief Engineer—15 years exceptional experience. Employed but desire to change. If you are in the need of an experienced man to head your engineering department please communicate with me. Box 17, BROADCASTING.

Newscaster—radio, news experience. Distinctive voice. Clear, natural enunciation, suitable for FM. Locate anywhere. Transcription available. Box 12, BROADCASTING.

Script, continuity, copywriter—young. Experienced program directing, handle all-around radio production. References, scripts, original programs available. Box 9, BROADCASTING.

Arthur Godfrey type veteran announcer, writer, producer. Prefers all night or Breakfast Club shows. Now employed. Proven novelties. Many voices. Services guaranteed. RADIO COLONEL, HENDLER HOTEL, JOHNSTOWN, PA.

NEWS-CONTINUITY-MAN—recent graduate school of journalism. Can collect and process news, write continuity. Go anywhere. Accept small salary to start. References. Box 10, BROADCASTING.

Engineer Press Operator—employed, ten years broadcast and marine desires change. First class radiotelephone and radiotelegraph. Transmitter, control room, maintenance. Box 6, BROADCASTING.

Station Executive—manager, sales promotion. Knows production. Desires position with station where ability will bring advancement. Efficient administrator with 7 years' experience. Will consider small salary and percentage arrangement. Box 1, BROADCASTING.

NETWORK PRODUCER WRITER ANNOUNCER—open for new connection. At present with national network as producer and news analyst. Thoroughly versed in local, regional and network programing. Best of pusiness and character references. Position as news editor and commentator preferred with any sized station. Open for any reasonable offer. Box 2, BROADCASTING.

For Sale

For Sale—a set of World turntables, control box, and vertical and lateral pick ups—$250.00. Box 13, BROADCASTING.

100-Watt Transmitter—here's a real Buy that should be investigated. Doolittle and Falkner, Type 100-B Transmitter, capable of conversion from 100 watts to 250. Is in excellent condition. Used less than four years and includes full set of tubes. Priced low to sell quick. Write or call The Fort Industry Company, Toledo, Ohio.

Sustaining Talent Is Clarified Under Wage-Hour Rule

Fleming Explains Decision; Training Course Ruling

CLARIFYING a "misunderstanding" on just what constitutes employment on a radio program, within the meaning of the Fair Labor Standards Act, Col. Philip B. Fleming, administrator of the Wage & Hour Division of the Labor Department, on Oct. 13 issued special supplementary instructions to regional wage-hour directors.

Under the revised interpretation, supplementing earlier opinions in the matter [BROADCASTING, Sept. 15, Oct. 1], voluntary public participants in civic educational programs, man-on-the-street and quiz game broadcasts are not considered employes of the radio stations within the meaning of the Act.

Many Inquiries

In announcing the new interpretation, Col. Fleming explained that "a large number of inquiries" had come to the Wage & Hour Division since a Sept. 16 interpretation on the subject of sustaining radio programs. The new instructions sent by Col. Fleming state:

In releasing instructions on the subject of sustaining radio programs on Sept. 16, the Division did not intend to give a blanket ruling that all performers on sustaining programs are employes of the radio stations. The factual situation involved in the instructions quoted in the Sept. 16 release was as follows: "The performers in question performed at the establishment of the radio station and rendered a service which was a functional part of the business of the station. The radio station obtained a distinct benefit from the services performed. Furthermore, the work was performed under the direction and control of the radio station".

Since the issuance of the Sept. 16 press release, the Division has received many inquiries as to the applicability of the ruling that certain performers on sustaining programs are employes of the radio station in the following cases: Members of high school and college glee clubs, orchestras, bands, dramatic clubs, etc.; members of community or "civic" bands, orchestras, glee clubs, dramatic clubs, etc.; members of American Legion and other fraternal organization bands, orchestras, glee clubs, dramatic clubs, etc.; children performing on "Saturday morning" programs; public voluntary participants in "man-on-the-street" programs; public voluntary participants in "quiz" programs, etc.; public speakers in "forum" programs; entertainers voluntarily contributing their services to public service programs such as Community Chest programs, Red Cross drives, etc.; members of church choirs, church organists, ministers, etc.; public officials and other speakers on public service prgorams; members of Boy Scout troops performing on Boy Scout programs; performers on National Youth Administration-sponsored and U. S. Employment Service-sponsored programs and other Governmental-sponsored public service programs.

Degree of Control

In the case of the above enumerated programs, certain distinctive factors exist which distinguish them from those situations in which the Division is of the opinion that performers on sustaining programs are employes of the radio stations. In the enumerated cases the interest of the civic organization sponsoring the program and of the listening public in the public service features of the broadcast far outweigh the material interest of the radio station in obtaining radio performers for broadcast purposes.

While the radio station may exercise a slight degree of control over the manner in which the performances are given, such control is not sufficient to create the employer-employe relationship between the radio station and the individual performers. Accordingly, you are instructed not to consider as employes of radio stations those performers engaged in bona fide broadcasts of the nature described above. You should also consider as within this instruction other cases which present similar factual situations as those enumerated above.

Apart from this revised interpretation, the Wage & Hour Division on Oct. 7 announced that the 40-hour work-week, as provided in the Fair Labor Standards Act, will go into effect starting with the first work-week starting after midnight, Oct. 23. Employers whose regular work-week starts before midnight Oct. 23 during that week need conform only to the present 42-hour limit before paying overtime. The prevailing 30-cent-per-hour wage minimum will remain operating under the 40-hour week. Labor contracts calling for a work-week of more than 40 hours without overtime are automatically changed as of Oct. 23, under the law.

Designed to encourage employe training programs, the Division also has ruled that employers could give employes training courses for better jobs, without pay for the training time, provided attendance at the training sessions met four criteria—voluntary attendance on the part of the employe, no production of goods or performance of any other productive work by the employe during training periods, the course must be given outside regular working hours, and the course must be intended to train the employes to a new or additional skill rather than just making him more efficient in his present job.

It is expected the Wage & Hour Division will announce revised definitions of "executives", "administrative workers", "professionals" and "outside salesmen" in a few days. At a hearing held on this matter some weeks ago, Joseph L. Miller, NAB director of labor relations, urged that the definitions be made more flexible.

Wanted

RADIO & MECHANICAL ENGINEERS

Engineers with two or more years radio design experience wanted. Apply stating education, experience and salary required.

COLONIAL RADIO CORP.

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WORLD SERIES DILEMMA

RCA and AT&T Cooperate with WKRC in Last Minute Setup So Cuban Announcers Can Cover Games

WITH the assistance of WKRC's chief engineer, Jack Tiffany, and his corps, what might have proved to be calamity was solved for Cuban broadcasters at the World Series, after they were given the nod to go ahead with their broadcasting plans by Judge Kenesaw Mountain Landis, high commissioner of baseball. Though the champion Cincinnati Reds team is owned by Powel Crosley, owner also of WLW and WSAI, exclusive rights to the series were held by WKRC by virtue of its MBS affiliation.

Three Cuban announcers made the trip from Havana to Cincinnati, expecting to step right in and begin broadcasting the 1940 baseball classic. They arrived Sept. 30, two days before the start of the series, only to find that Judge Landis had not agreed to let them air the series—word of which had been cabled them, but which they had not received.

It was Tuesday night, October 1, just about 15 hours before the start of the first game that the Judge finally gave his O.K. for the Cubans to go ahead. Shortwave circuits had to be ordered from RCA from New York to Havana. Then, RCA had to order lines from AT&T in Cincinnati and a local circuit installed from the Cincinnati phone company to the roof of Crosley Field, where the Havana announcers were to be stationed.

Special Equipment

Their broadcasting space was out in the open and Tiffany had to enlist the last-minute services of a carpenter to build equipment boxes and a table where the Cuban broadcasters could work. Then WKRC had to supply the engineers to operate for the Cubans.

The last two games of the World Series saw four engineers of WKRC's staff on duty at the ball park throughout the games. The press box, where MBS broadcasters worked through WKRC's facilities, served as a master control room where a three-way circuit operated from the main point of origination to the Havana temporary setup and to both the Reds' and Tigers' dressing rooms, where an engineer kept watch in the event the games were concluded on the sixth day of play, so that players could be interviewed.

As a public service to listeners, WKRC installed a sound service truck on Fountain Square in the heart of downtown Cincinnati, where the play-by-play description of the World Series games was picked up on a portable radio and fed to the public address system to be relayed to the thousands of Cincinnatians who gathered each day of the play to hear the accounts.

LB Honors Powel

WCKY, Cincinnati, on Oct. 8 broadcast a quarter-hour *Salute to Powel Crosley Jr.*, congratulating the president of WLW and owner of the Cincinnati Reds on the Reds' World Series victory. The program reviewed Crosley's career in radio and manufacturing, paying tribute to his abilities and civic spirit and crediting his efforts in building up the Reds to world championship stature.

19 States Listing Communist Party

Ballot Survey Made by NAB; WCKY Explains Refusal

CANDIDATES of the Communist Party, ranging from Presidential electors to State officers, have qualified and will appear on the ballots for the Nov. 5 election in 19 States, according to a survey announced Oct. 11 by the NAB. Under direction of Russell P. Place, NAB counsel, the Secretaries of State of all 48 States were canvassed and asked the status of Communist candidates.

The compilation by Mr. Place indicates that no Communist candidates qualified or will appear on the ballot in 23 States. In the remaining six States, according to the NAB survey, candidates of the Communist Party had filed, but the filing was challenged or refused, and in some cases the matter was being litigated.

Refusal of Time

With acceptance or non-acceptance of Communist-sponsored programs still a thorn in the side of many station operators, about a dozen stations are reported to have refused Communist broadcasts. One of the most spectacular refusals came from L. B. Wilson, president and general manager of WCKY, Cincinnati, who also declined a similar program last June. In turning down an Oct. 10 CBS broadcast of a speech by Earl Browder, Communist Presidentil candidate, Mr. Wilson announced that the station would present a patriotic drama in the 10:15-10:30 p.m. network spot occupied by Candidate Browder. The feature, *To* Be an American, was a prelude to a 13-week series titled *American, by Choice.*

Commenting on his refusal to accept the Browder broadcast, Mr. Wilson declared in a signed "statement of policy":

"The Communist Party has not enough money, nor can it ever have enough, to buy one minute of time on WCKY for use in endeavoring to insinuate anti-American doctrines into American minds. The results of these doctrines are daily apparent in the carnage and oppression now sperad over a large part of the world."

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Dept. B-10 3224-16th St., N.W., Washington, D. C.

CBC to Operate News Syndicate

Sponsorship to Be Permitted On Limited Basis Only

A NATIONAL news service is being established by the Canadian Broadcasting Corp. to start operation on Jan. 1, 1941 in accordance with a resolution of the finance committee of the CBC Board of Governors, passed at Ottawa early in October. The resolution calls for the use of this national news service by CBC stations, affiliated network stations and other privately-owned stations designated by the CBC as essential to maximum national coverage. This calls for 35 stations, ten of which are CBC-owned. Other stations may apply for the national news service without charge except line costs, but the news may not be sponsored.

Sponsored news is allowed, however, with an institutional announcement naming sponsor and business before and after newscast. No spots relating to the sponsor may be used preceding the institutional announcement. This ruling is under discussion by the CBC and the Canadian Association of Broadcasters, and will also be taken up by advertisers' and advertising agency associations. It is expected that some method of more lenient interpretation of this resolution will evolve before Jan. 1.

McArthur to Head

The CBC national news service is expected to be headed by Dan McArthur, newspaperman and present CBC superintendent of news broadcasts. An editorial department will be established under him with headquarters in Toronto, and branches in such principal regional centers as Halifax, Montreal, Ottawa, Winnipeg and Vancouver. The news service will receive teletype service from the bureaus of the Canadian Press and British United Press. It is not yet known whether the news services will give this service gratis to the CBC, since it will not be sponsored, or whether the CBC will pay for it.

At present the CBC pays the Canadian Press $20,000 annually for editing news for use on CBC national news broadcasts. National and foreign news will be teletyped from CBC news headquarters to stations taking the service, and regional CBC news bureaus will supplement this service with regional news supplied by the CP and BUP to regional CBC news bureaus.

Stations not taking the CBC news service and all private stations taking the service, can also take any approved news service (BUP and Transradio only enter Canada at present) for sponsored newscasts as long as the institutional announcement is used. Stations are allowed to continue operation of their own news staffs for local and sport news, which may also be sponsored.

Iris Coffee in California

HAAS, BARUCH & Co., Los Angeles (Iris coffee), through Robert Smith Adv. Agency, that city, on a 52-week contract which started Sept. 30, is using 35 spot announcements weekly on KNX, Hollywood. Firm plans expansion of its radio activities after Jan. 1 to include other Southern California stations.

FIRST NETWORK broadcast of Associated Press news under commercial sponsorship was broadcast by John B. Kennedy (seated, left) on NBC-Blue for Nash Motors on Oct. 7, 9:30--9:35 p.m. On hand for the occasion were A. J. McCambridge, assistant general manager of AP, in charge of radio (also seated), and (standing left to right) Edgar Kobak, NBC vice-president in charge of Blue Network sales; A. R. Boscow, advertising manager, Nash Division, Nash-Kelvinator Corp.; Eleanor Larson, radio director Geyer, Cornell & Newell, Nash agency; Niles Trammell, NBC president.

CRIME SERIES TO BE FILMED

Republic Productions Acquires Rights to the 'Mr. District Attorney' Program

IN A DEAL negotiated with Phillips Lord, through James Saphier, Hollywood agent, Republic Productions has acquired film rights to the NBC *Mr. District Attorney* series, sponsored by Bristol-Myers Co. (Vitalis). Contract is for two years with options. The film studio, at press time, was undecided whether to use material for a series of dramatic subjects or as a serial. Harry Herman is listed as writer, with Lord holding all rights to the series.

Policy of Republic Studios to cast radio acts in some of its productions has been carried to a high point with the current film, "Barnyard Follies". It is estimated that radio plugs for the picture will be made on at least 400 stations as a result of tie-ins arranged. Use of radio names, it was said, has resulted in increased sale for Republic productions in a number of localities. It has also paved the way for other company features.

Well-Known Radio Acts

Breakdown in radio acts and their programs being featured in "Barnyard Follies" is as follows: Mary Lee, singer appearing in the weekly *Melody Ranch* with Gene Autry on 67 CBS stations under sponsorship of Wm. Wrigley Jr. Co.; Caroline and Mary Jane Dezurik, yodeling duo, of *National Barn Dance*, sponsored by Dr. Miles Laboratories (Alka Seltzer) on 56 NBC-Red stations, who also participate as the Cackle Sisters in the thrice-weekly quarter-hour *Checkerboard Time* on 130 stations nationally; Isabell Randolph, portraying Mrs. Uppington during the *Fibber McGee & Molly* broadcast on 95 NBC-Red stations, under sponsorship of S. C. Johnson & Son Inc. (floor wax); Jim Jeffries, m.c. of the daily *Early Bird*, under sponsorship of Dr. Pepper Co., on 6 Texas Quality Network stations.

Also in the film will be Pappy Cheshire of the *KMOX Barnyard Follies*, long a weekly CBS feature released to some 50 stations. Then there is the *Kidoodlers*, a hillbilly group of musicians, who are featured on various network programs originating from Hollywood.

Monogram Studios is also going in for radio names, using them in the Tex Ritter western musicals. Bob Wills and his Texas Playboys, who broadcast regularly over KVOO, Tulsa, is being featured in "Oklahoma Bound", now in production. Other radio talent is being lined up for future use.

Cornell's Wired Radio

A WIRED radio network similar to those operated at Brown, Wesleyan, Williams and other Eastern schools, will be placed in operation by the Radio Guild of Cornell U, Ithaca. Construction was started last month. The station is designed to serve as a training course for students interested in radio. Those with ability will be given actual air experience on WHCU, university station. The system will be linked in the Intercollegiate Broadcasting System with other Eastern colleges having wired radio hookups.

Allison Goes to WLW; Name Barhydt Successor

WITH appointment of Milton F. (Chick) Allison, director of promotion and publicity of KMBC, Kansas City, as sales promotion manager of WLW, Cincinnati, announcement was made Oct. 9 of the designation of Frank Barhydt to the vacated post. Mr. Allison, well-known in mid-west radio, joins WLW Oct. 24, according to James D. Shouse. Crosley vice-president in charge of broadcasting.

Mr. Barhydt's appointment, effective immediately, was announced by Karl Koerper, KMBC managing director. He has been manager of client service of WHB, Kansas City, for five year, and was formerly head of the station's continuity department and in charge of publicity and promotion activities. He is a 1935 graduate of Missouri Journalism School.

Mr. Shouse said William H. Oldham continues as station promotion manager and research director and Miss Beulah Straway as director of merchandising. Mr. Allison will coordinate WLW's merchandising and promotional activities for use of the sales department, under Robert E. Dunville, general sales manager.

Jess Swicegood Takes Over in WKPT Shakeup

JESS SWICEGOOD, formerly general manager of WAGA, Atlanta, recently took over his new duties with WKPT, Kingsport, Tenn. After three years with WAGA, Mr. Swicegood resigned when Don Ioset was installed as managing director by George Storer, new owner of the station. He succeeds W. Harold Gray as director of WKPT, the latter having resigned. Other resignations at the station included Harman I. Mosely, commercial manager; John Stinson, program director; Mrs. Jess M. Longworth, due to illness.

New members of the WKPT staff include Steve Douglas, program director and chief announcer, formerly of WWNC, Asheville, N. C., and Mary Massengill, continuity writer and receptionist. The sales department includes Joe Tipton, Warren Denniston and H. E. Lane. No changes have been made in the announcing and engineering departments. WKPT, which went on the air July 14, in August became an NBC-Red and Blue affiliate as a bonus station with WFBC, Greenville, S. C.

"Union Now" Discs Offered

CLEARING Center for Union Now, a division of Federal Union Inc., New York, has offered stations a series of 13 transcriptions which include quarter-hour talks it sponsored on WMCA, New York, three evenings weekly for four weeks starting Aug. 26. Aim of the center is unity of the six existing democracies. Additional discs are being made of talks by Andre Maurois, author, and Genevieve Tabouis, former French political writer, and others to bring the total to 13. Seven stations are starting the series about the middle of October, most taking them twice weekly. Commercial Recording Studios, New York, which is making all the transcriptions, made discs of the WMCA talks as they were presented for the benefit of WRUL, Boston shortwave station, which sent them the following day to Europe and later to the Americas. Stations which have accepted the series on a sustaining basis are KSRO KOVC WCOV WKBZ WELI WARM WBRB.

Duplex Facsimile Shown by Finch

Compact, Light-Weight Unit Exhibited to Newspapermen

THE FINCH duplex facsimile unit, providing for simultaneous transmission and reception of written or pictorial material by wire or radio, received its press pre-view Oct. 9, when William G. H. Finch, president of Finch Telecommunications Inc., demonstrated the new equipment to a group of New York newspapermen at the company's plant at Passaic, N. J.

Dramatic highspot of the demonstration occurred at Bendix Airport, where reporters were taken up in the Finch "flying laboratory," an eight-place Fokker plane, to witness the apparatus in action. When they landed they were shown facsimiles of their messages in their own handwriting which had been received while they were in the air.

A Compact Unit

When they arrived at the plant they were shown additional facsimile copies, transmitted from the "field laboratory" trailer at the airport to the factory by wire. The duplex unit is surprisingly light and compact, measuring approximately 15 by 14 by 13 inches and weighing less than 50 pounds.

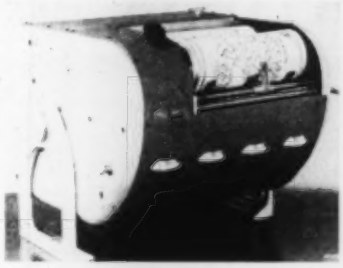
Explaining the apparatus, Mr. Finch said that its strongest immediate appeal would be to those interested in sending or receiving messages at points in motion, fields formerly without the means of written communication. Airplanes, trucks, military detachments in the field, ships, trains, police cars, etc., previously had only aural communication systems", he stated "which meant that the listener had to be in constant attendance and that there was frequent cause for error or complete loss of messages. For large industrial corporations, offices and plants, facsimile can be used with existing telephone or factory-call systems for inter-office communication."

Seek KWAL Deal Approval

FCC APPROVAL of a deal is sought by Chester Howarth and Clarence Berger, licensees of KWAL, Wallace, Idaho, whereby Mr. Howarth will divest himself of his 50% stockholdings in the station. Upon construction of the station last year, Mr. Howarth agreed to supply the entire $10,000 original capital for the new station and Mr. Berger was to undertake the actual work on the station. Each was to receive 500 shares or 50% of the stock. Mr. Howarth, however, failed to supply the capital and his holdings will be assumed equally by J. R. Binyon, local optician who holds an interest in the Cascade Broadcasting Co., applicant for a new station in Everett, Wash., and H. C. Nichols. Under the new setup Mr. Binyon will be secretary and Mr. Nichols, treasurer, each paying $2,500 for 250 shares. Clarence Berger continues as president, purchasing 500 shares for $5,000. As compensation for his services, Mr. Howarth is to receive $1,500 in station time.

SOUTHERN CALIFORNIA GAS Co., and Southern Counties Gas Co., Los Angeles (appliances), are jointly sponsoring, six times weekly, a two-hour late evening recorded program, *Evening Concert*, on KFAC, that city. Contract is for 52 weeks, having started Oct. 1. Perry King announces and supervises the program. Agency is McCann-Erickson Inc., Los Angeles.

New Finch Duplex Unit



New WEAF Plant Near Completion

Nov. 8 Opening Is Planned; Improved Signal Foreseen

NBC is rushing completion of its new transmitter for WEAF, New York, in time for opening early in November, with Nov. 8 tentatively set as the date it will go into regular service. According to O. B. Hanson, NBC vice-president and chief engineer, the move from Bellmore, L. I., location of the WEAF transmitter since 1927, to the new site at Port Washington, eight miles nearer the center of Manhattan, will eliminate all the previous headaches associated with Manhattan's piles of steel and concrete, covering the entire borough with a 25-millivolt signal.

The WEAF signal will also be received at the 25-millivolt level throughout Westchester County, Lower Connecticut, Northern New Jersey, and in Queens and Brooklyn, it was stated.

Practically all the equipment has been installed and preliminary tests are under way. However, NBC believes that more important than technical improvements in the physical plant is the location of the transmitter at a point from which its signal will travel to Manhattan directly over Long Island Sound, utilizing the high conductivity of salt water to extend the high signal contours. The 50-acre plot, purchased last year after numerous tangles with zoning ordinances, cost NBC nearly $80,000, said to be the largest sum ever paid for a transmitter location.

The site permits transmission into Manhattan over a path practically free of all obstructions, it was stated. To raise the signal level in territory west of the transmitter a two-tower directional antenna array has been built. Raymond Guy, NBC radio facilities engineer, who handled all details of the transmitter building from purchase of the land to installation of the equipment, says that the array will increase the field moderately toward New York and inland where it will do the most good, without depriving other areas of service.

The towers, of a quarter-wavelength, self-supporting vertical radiator type, are each 320 feet high and were built by Lehigh. They are located about 475 feet and 875 feet, respectively, from the transmitter building. They will be fed by individual coaxial transmission lines of a type developed by William S. Duttera, of the NBC radio facilities section. The lines have various improvements, including couplings and insulators which give them three times the voltage rating of the design they superseded.

Wrong Door

WJSV, Washington, installed a new sound effects door early in October. The only trouble was that the carpenter had done such a beautiful door-hanging job that the door opened and closed with startling silence, even the lock was oiled. The craftsman passed many a doleful glance as he went back and undid all this perfection, removing rubber padding and un-oiling the lock.

A NEW LOUDSPEAKER

Sound Board Said to Simulate Violin Principle

HAILED as "one of the most important advancements in musical reproduction since the invention of the loudspeaker", the new Tauscher Sound Board Unit is scheduled for public demonstration soon, according to E. H. Scott, president of E. H. Scott Radio Laboratories, Chicago. The new invention, included in the Scott FM receiver, is to be demonstrated in mid-October at Scott studios in Chicago, New York, Los Angeles, Buffalo and Detroit.

The "revolutionary" unit is built on the same principle as a violin sounding board, according to its inventor, Erno Tauscher, veteran violin maker. The Tauscher unit, composed of three sounding boards, is installed in front of the speaker of the receiver, and is designed to equalize distribution of sound, contrasted to "beams" of sound coming from ordinary loudspeaker apparatus. Tones or vibrations from the speaker cone are transferred to one or the other of the three boards. Vibrations from the rear and middle boards are transmitted through posts connecting them to the main sounding board, from whose wide surface the tones are distributed evenly throughout the listening room.

Barbasol Test

BARBASOL Co., Indianapolis (shaving preparations), on Oct. 1 started a five-minute thrice-weekly program *Close Shaves*, on WMAQ, Chicago. Program features Norman Ross on Tuesday, Thursday, Saturday, at 6:45 p. m. On each broadcast Ross recounts amusing and embarrassing experiences sent in to him by the listening audience. Prize awards are given listeners whose "close shaves" are used. Contract is for 39 weeks with placement through Erwin, Wasey & Co., Chicago.

Canadian Gypsum Spots

CANADIAN GYPSUM Co., Toronto (insulation), starts Oct. 21 a live spot announcement campaign three times weekly on CKPR, Fort William, Ont.; CJIC, Sault Ste. Marie, Ont.; CKSO, Sudbury, Ont.; CFOS, Owen Sound Ont.; CFPL London, Ont.; CKOC, Hamilton, Ont.; CKCL, Toronto; CFRC, Kingston, Ont.; CKCO, Ottawa; CFLC, Prescott, Ont.; CHLT, Sherbrooke, Que.; CKRN, Rouyn, Que.; CHNS, Halifax; CFNB, Fredericton, N. B. Account was placed by Walsh Adv. Co., Toronto.

Two-Way Video Circuit Is Built by Amateurs

RADIO AMATEURS recently built the first two-way television circuit in the New York area, thanks to the invention a few months ago of an inexpensive pick-up tube for amateur use by the RCA Laboratories at Harrison, N. J. [BROADCASTING, June 15]. RCA Mfg. Co., Camden, lent the necessary equipment to the W2USA Radio Club which then set up the circuit between its headquarters in the Communications Bldg. at the World's Fair and the Daily News Bldg., eight miles away in Manhattan. System comprises cameras, transmitters and receivers at each end.

The heart of the system, RCA's new iconoscope or pick-up tube which transmits 120-line pictures, is about seven inches long in contrast to the 20-inch commercial tube, but its price is only $24.50 as compared with $650 for the commercial iconoscope. The cheaper tube makes it possible for hams to build a sending-receiving system for $200 to $300. About 600 delegates to a recent convention of the American Radio Relay League at Indianapolis expressed approval of the tube's operation, which was demonstrated and described by RCA officials.

CBS Magnifies Image

AN EXPERIMENTAL "magnified" television image, obtained by fixing a magnifying lens over the nine-inch receiver screen used by CBS for its showings of color television to enlarge the image to the equivalent of a 12-inch screen without rebuilding another receiver, has been demonstrated before members of the FCC and also before the New York chapter of the Institute of Radio Engineers. Following the latter showing on Oct. 3, it was reported that work toward televising live pickups in color as well as motion picture film was progressing on schedule.

Fly Confers on Television

TELEVISION occupied the primary attention of FCC Chairman James Lawrence Fly during a three-day trip to New York Oct. 7-9. Returning to Washington Oct. 10, the chairman said he had conferred with Dr. W. R. G. Baker, General Electric Co. television executive and chairman of the National Television System Committee, and also met Oct. 9 with directors of the Radio Manufacturers Association. Commissioner Norman S. Case was acting chairman during his absence.

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ACTIONS OF THE FEDERAL COMMUNICATIONS COMMISSION

SEPTEMBER 28 TO OCTOBER 11, INCLUSIVE

Decisions . . .

OCTOBER 2

KPHO, Phoenix, Ariz.—Granted mod. CP change trans. new station.

W6XDL, San Francisco—Granted mod. CP video re trans. site.

KYAN, Cheyenne, Wyo.—Granted mod. CP new station re new trans.

WPAR, Parkersburg, W. Va.—Granted CP increase power to 250 w, new trans.

KMED, Medford, Ore.—Granted mod. license increase N to 1 kw.

KSUB, Cedar City, Utah—Granted voluntary assignment license to Southern Utah Bcstg. Co.

WDSU, New Orleans—Granted CP move trans., increase to 5 kw, directional N & D.

WNEW, New York—Granted CP increase N to 5 kw directional N & D.

WKST, New Castle, Pa.—Granted CP directional N, change to unl., 1 kw.

KYW, Philadelphia—Granted CP increase to 50 kw directional N & D.

WBRC, Birmingham—Granted CP increase N to 5 kw, directional N.

WDBJ, Roanoke, Va.—Granted CP directional N, increase N to 5 kw.

WSBT, South Bend, Ind.—Granted CP change trans., install directional N & D, change to 930 kc 500 w Sh.-WOES, on condition applicant disposes of interest in WFAM.

SET FOR HEARING—WHEB, Portsmouth, N. H., transfer control to R. G. LeTourneau; Van Curler Bcstg. Corp., Schenectady, FCC set aside order of 8-14-40 and set for joint hearing with Western Gateway Bcstg. Corp., and Mohawk Radio Inc.

MISCELLANEOUS — WJHP, Jacksonville, Fla., granted additional time answer rehearing petition of Fla. Bcstg. Co.; KWK, St. Louis, denied indefinite extension of time to submit antenna specifications and CP will be retired unless information is received by 11-2-40.

OCTOBER 4

WLOK, Lima, O.—Granted mod. CP for new trans.

KGFI, Brownsville, Tex.—Proposed findings of fact re revocation license set for oral argument 10-24-40.

KFAB, Lincoln; WBBM, Chicago; WBT, Charlotte; WJAG, Norfolk, Neb.; WMBI, Chicago—Granted joint petition postpone hearing to 12-11-40 re applications.

KTRB, Modesto, Cal.—Granted motion substitute KTRB Bcstg. Co. for McTammany & Bates as applicant CP increase power etc.

OCTOBER 7

WMAZ, Macon, Ga.—Granted temp. auth. 5 kw D 1 kw N for one month for public interest program.

OCTOBER 8

WBHP, Huntsville, Ala.—Granted CP increase to 250 w.

KGHL, Billings, Mont.—Granted CP directional N, increase N to 5 kw.

WEAN, Providence—Granted CP change directional N, increase N to 5 kw.

WTAR, Norfolk—Granted CP change directional N, increase N to 5 kw.

KECA, Los Angeles—Granted CP directional N, increase N to 5 kw.

SET FOR HEARING—NEW, Wm. H. Anesbury, Minneapolis, CP 630 kc 1 kw unl. directional; WSAY, Rochester, CP move trans., change to 1340 kc 1 kw directional; NEW, Edward J. Doyle, Rochester, CP 1340 kc 1 kw unl. directional; WCSC, Charleston, S. C., transfer control to John M. Rivers; KRMC, Jamestown, N. C., voluntary assignment license to Jamestown Bcstg. Co.

MISCELLANEOUS — WCAB, Newton Sq., Pa., granted extension effective date Sec. 4.45 of rules until 1-1-41; WOLF, WSYR, WFBL, Syracuse, dismissed petitions for rehearing or reconsideration re applic. Sentinel Bcstg. Corp., Salina, N. Y.; WHJB, Greensburg, Pa., dismissed petition for rehearing re grant of Sentinel Bcstg. Corp. applic., WROL, Knoxville, and WTMJ, Milwaukee, and denied supplemental petition for hearing and adopted decision and order on petition for rehearing; WDAH, El Paso, cancelled license and deleted call letters heretofore issued for WDAH because of grant of 1-10-40 authorizing KTSM to change to 1350 kc, increase to 500 w unl., subject to surrender and cancellation of WDAH license.

OCTOBER 9

MISCELLANEOUS — NEW, Worcester Bcstg. Corp., San Diego, set for oral argument 10-31-40 applic. CP 1420 kc 250 w unl.; NEW, J. D. Falvey, Ottumwa, Ia., and L & M Bcstg. Co., Ottumwa, set for oral argument 11-7-40 proposed findings re applic. CP new stations; WBOC, Salisbury, Md., granted license 1500 kc 250 w unl.; WMRC, Greenville, S. C., granted license 1500 kc 250 w unl.

KRKO, Everett, Wash.—Set aside proposed findings of fact and conclusions of 6-12-40, and granting applic. Lee E. Mudgett for renewal of KRKO license; for CP new equip., radiator, increase to 100-250 w Sh.-KEEN on 1370 kc, and for consent assign license to Everett Bcstg. Co. except that final action insofar as it seeks unlimited time on 1370 kc is held in abeyance pending decision on applic. KEVR, Seattle, to change to 1420 kc. (Payne dissenting).

OCTOBER 10

WSAR, and Fall River Bcstag. Co., Fall River, Mass.—Order denying petition for reconsideration and grant without hearing of applic. to assign WSAR license, was adopted (Craven, Case dissenting).

WPIC, Sharon, Pa.—Granted mod. CP increase power etc., re trans.

KTKC, Visalia, Cal. — Granted auth. change name to J. E. Richmond, Percy M. Whiteside, Homer W. Wood and Visalia Pub. Co., d/b Tulare-Kings Counties Radio Associated.

OCTOBER 11

WHJB, Greensburg, Pa.—Granted 30-day continuance hearing originally set for 10-23-40 re applic. CP 1 kw unl.

Applications . . .

NEW, Lewistown Bcstg. Co., Lewistown, Pa.—CP 1500 kc 250 w unl. IV.

NEW, William F. Maag Jr., Youngstown—CP 43.5 mc 12,304 sq. miles.

WCAU, Philadelphia—CP 44.3 mc 13,564 sq. miles.

WMRC, Greenville, S. C.—License new station.

WREC, Memphis—CP increase N to 5 kw.

NEW, Tom M. Bryan, Miami, Fla.—CP 44.5 mc 2,150 sq. miles.

NEW, Natl. Life & Acc. Insurance Co., Nashville—CP 44.5 mc 16,000 sq. miles.

KFH, Wichita—Mod. CP increase power etc. to change type of transmitter.

NEW, Brainerd-Bemidji Bcstg. Co., Brainerd, Minn.—CP 1230 kc 500 w 1 kw D unl., amended to 1550 kc 1 kw N & D III-A.

KVAN, Vancouver, Wash.—Mod. license to remain on 880 kc as Class II station under treaty instead of on 910 kc Class IV as proposed.

OCTOBER 2

WBOC, Salisbury, Md.—License new station.

WRUL, WRUW, Boston—Mod. licenses re frequencies.

KCRC, Enid, Okla.—CP move trans. studio, increase to 1 kw, amended to directional N & D.

KRLH, Midland, Tex.—CP change to 1200 kc 250 w new radiator, change trans.

NEW, W. D. and Violet H. Hudson, Clarksville, Tenn.—CP 1370 kc 250 w unl. IV.

NEW, Earle C. Anthony Inc., Los Angeles—CP 44.9 mc, 1,370 sq. miles.

WJR, Detroit—CP relay station 100 watts.

NEW, Seaboard Bcstg. Corp., Tampa, Fla.—CP 920 kc 500 w-l kw unl., amended to 1530 kc, 1590 kc under treaty, increase to 1 kw.

WSAV, Savannah, Ga.—Auth. relinquish control by sale of 32 shares from Arthur Lucas to E. E. Murrey Sr.

KONB, Omaha—Auth. transfer control to Ross C., W. W., and B. V. Glassmann.

WCLS, Joliet, Ill.—Mod. license to unl.

OCTOBER 5

NEW, Batavia Bcstg. Corp., Batavia, N. Y.—CP 640 kc 250 w D II, amended to 1500 kc (1490 under treaty) 250 w unl. IV.

NEW, Bamberger Bcstg. Service, New York—CP 44.3 mc, 10,300 sq. miles.

KMBC, Kansas City—CP change 950 kc 5 kw to 690 kc 50 kw, new trans., directional N, move trans. to Wolcott, Kan., asks facilities KGGF, WNAD, KFEQ as proposed by treaty.

KYA, San Francisco—CP change 1230 kc 1-5 kw to 560 kc 5 kw N & D, directional N, contingent grant of KSFO applic. change to 740 kc.

KTFI, Twin Falls, Id.—License for CP reinstating CP new equip. etc.

OCTOBER 8

WOCB, Yarmouth, Mass.—License new station 1210 kc.

WATN, Watertown, N. Y.—Mod. CP new station re antenna, trans. and studio sites.

WBRE, Wilkes-Barre, Pa. — CP synchronous station Battle St. and Providence Road, Scranton, 1310 kc 100 w unl.

WMJM, Cordele, Ga.—License new station.

KHAS, Hastings, Neb.—License new station 1200 kc.

OCTOBER 10

WSLS, Roanoke—License new station.

W2XOY, New Scotland, N. Y.—Mod. license increase to 2500 watts.

WTMA, Charleston, S. C. — CP new trans., directional antenna N, change to 1220 kc 1 kw III B, move trans.

KFIZ, Fond du Lac, Wis.—CP new trans., increase to 250 w.

WREN, Lawrence, Kan.—CP directional N & D, move trans., studio; amended to change directional antenna, increase N to 5 kw, directional N & D.

KODL, The Dalles, Ore.—Mod. CP as mod. change trans.

KRE, Berkeley, Cal.—CP change to 1060 kc (under treaty), increase to 500 w 1 kw D, new trans., antenna.

KWAL, Wallace, Id.—Voluntary assignment license to Silver Bcstg. Co.

Flaherty Now Heads KSCJ

GENE FLAHERTY has been appointed general manager of KSCJ, Sioux City, Iowa, succeeding C. W. Corkhill. A veteran broadcaster, Mr. Corkhill will remain in the industry, although his future plans are not yet announced. KSCJ is owned and operated by the *Sioux City Journal*.

FLYING NEWSMAN is the tag-line given Russ Lyon, news commentator of WBCM, Bay City, Mich., since the station acquired this plane for special events and news coverage. Newscaster Lyon holds a private pilot's license and spends most of his free time in the air. The plane is used primarily in obtaining pictures to tie in with WBCM special events broadcasts and are used in the WBCM "Radio Personalities" album, issued quarterly as a listeners' souvenir. The plane is an Aeronca 50 Chief, operated by the Hoffman Flying Service at the Bay City Airport.

New Appointment To FCC Possible

Committee Still Withholds Any Action on Brown Term

POSSIBILITY of a new FCC appointment by President Roosevelt to succeed Thad H. Brown, is being mentioned in official circles, by virtue of the apparent refusal of the Senate Interstate Commerce Committee to act on the Brown nomination for a new seven-year term and thereby permit that nomination to lapse.

Col. Brown's nomination has been pending since last June 30, when his term expired. Apparently by agreement, Chairman Wheeler of the Senate Committee does not propose to bring up the nomination prior to Congressional adjournment. Whereas there had been talk of an adjournment during October or at least recurring recesses until after the elections, it now appears likely that Congress will not adjourn at all. In that event, the Brown nomination would continue to pend before the committee until this Congress ends at the close of the year.

Probe Plans Pend

There is no indication that the President plans to withdraw the Brown nomination and substitute another name. Since there is no Congressional recess, a recess appointment cannot be made.

There are indications of campaigns on behalf of several men, mainly from the Far West, for the possible Republican vacancy. Because of the indefinite status of the Brown nomination, however, no concerted efforts are being made at this time.

When the Senate committee recessed Aug. 29 without acting on the Brown nomination, it also failed to take action on the pending Tobey and White resolutions for far-reaching inquiries into radio and its regulation. It is presumed these resolutions also will die with this sesion. There is a possibility, however, that after the election in November the committee may adopt one or the other of these resolutions for a radio inquiry. There is considerable sentiment in both Houses of Congress for an investigation, because of recent developments in radio regulation.

Fear Easter List

FRED FEAR & Co., Brooklyn (Chick Chick egg eye), has placed on 10 stations its annual announcement campaign for Easter egg dyes. The 1941 drive includes daily one-minute spots starting 10 days before Easter. Stations are WMAQ WJR WCAU KDKA WTAM KNX WWL WIRE WCKY WOR. Agency is Menken Adv., New York.

RAY FERRIS, musical director of WLS, Chicago, and Harry Sims, staff violinist, have had their new song *Lyla Lou* published by Chart Music Publishing House Inc., Chicago.

FCC May Name Hilmer Deputy General Counsel

ELEVATION of Lucien Hilmer, since last July chief of the Broadcast Section of the FCC Law Department, to the post of Assistant General Counsel in charge of broadcasting, is expected in the near future. Mr. Hilmer would succeed George B. Porter, veteran FCC attorney who resigned last July 31 to enter private practice of law but who did not terminate his payroll status with the Government until Oct. 7.

Mr. Hilmer

Mr. Hilmer joined the FCC July 12, and immediately became "second man" in the Broadcast Section. Previously, he was in charge of the New York office of the Senate Interstate Commerce Committee in its railroad investigation, under Senator Wheeler (D-Mont.), chairman of the committee. A native of New York, Mr. Hilmer is 32 and a graduate of Williams College in 1928 and Harvard Law School in 1931. He practiced law in New York from 1931 until 1936 when he joined the Senate committee.

Mr. Porter has entered private law practice in Washington with A. G. Haley, former FCC attorney, under the firm name of Porter & Haley. He had been with the FCC in charge of broadcast matters since its creation in 1934 and had joined the predecessor Radio Commission in 1931 as attorney, serving as acting general counsel prior to formation of the FCC.

Air Line's Plans

UNITED AIR LINES, Chicago, will be the first air transportation system to use a regular program on a major network if present plans materialize to sponsor Boake Carter thrice-weekly on a lineup of ten MBS stations. The news series will be quarter-hours, probably Mondays, Wednesdays and Fridays, but starting date and stations have not yet been decided. N. W. Ayer & Son, Chicago, is the agency.

Crystal Specialists Since 1925

ATTENTION

BROADCASTERS SUBJECT TO FREQUENCY RE-ALLOCATION

We are at your service to—

1. REGRIND your present crystal to higher new frequency $17.50
2. NEW CRYSTAL (less holder) $22.50
3. NEW CRYSTAL fully mounted .. $30.00

LOW DRIFT - APPROVED BY FCC

Scientific **RADIO SERVICE**

124 Jackson Ave.
University Park, Md.

LATE *Personal* NOTES

HUGH RAGER, managing director of the First United Broadcasters, Chicago radio advertising agency, has announced the opening of a New York City branch office at 55 W. 42nd St., telephone Chickering 4-4462. Al Hodges, formerly associated with the local and national advertising department of New York newspapers and recently a member of the sales staff of George Hollingbery & Co., radio station representatives, will be in charge of the new office.

RICHARD NICHOLLS, radio director of Morse International, New York, and his wife suffered injuries in an auto crash recently, when their taxi was struck by a truck in New York City. They were returning from a farewell party to Bill Hines, who has resigned from Morse to join WTAQ, Green Bay, Wis., as national sales manager.

CHARLES GANZ, for the last 13 years account executive of KGFJ, Los Angeles, has joined Allied Adv. Agencies, that city, in a similar capacity. Jack Withington has also joined the agency's sales division. He was for about three years account executive of KFAC, Los Angeles. Louis Kennedy has been added to the agency as copy writer and assistant in production.

DUNCAN JENNINGS has succeeded O. K. Fagan as radio director of Logan & Rouse, Inc., Los Angeles agency. Fagan is now associated with Philip J. Meany Co.

WILLIAM CRAWFORD, formerly with NBC, New York, has joined Huber Hoge & Sons, New York Adv. agency, as art director and space buyer.

FRED LEVINGS, formerly of Russel M. Seels Co., Chicago, and now doing free lance publicity work, on Oct. 5 married Hildred Saunders, formerly of H. W. Kastor & Sons, Chicago.

GORDON HITTENMARK, "timekeeper" of WRC, Washington, has been called to active duty in charge of public relations for the local Selective Service Board. He also will be attached to the State staff of the National Guard as a captain.

RAY STEWART, advertising representative of WPIC, Sharon, Pa., recently married Peg Roberts. Margaret James, WPIC director of women's programs, on Sept. 28 was married to Dr. McCamant.

JOHN ANDERSON, formerly advertising and sales promotion director of Nehi Corp., Columbus, Ga., has joined J. M. Mathes, New York, to handle advertising for Spur, Canada Dry cola drink.

DICK ALTMAN, formerly of WROL, Knoxville, has joined the announcing staff of WSIX, Nashville. James A. Hudson, of WSIX, recently married Mildred Christine Morgan.

HANDI - MIKES

An indispensable part of all portable sound equipment . . . sports, call sys., sound trucks, sm. transmitters, etc. Clear, crisp voice reproduction. Bal. grip, pol. chrome plate, snap switch, 6 ft. flex. cord.

Choice of circuits and switches, single and double button carbon, crystals, dynamics, all impedances. At your dealer or jobber.

UNIVERSAL MICROPHONE CO., LTD.
Inglewood, Calif., U. S. A.

BY WOODBURY, musical director of KDYL, Salt Lake City, has been placed in charge of all production activities connected with the station's Radio Playhouse. John Woolf, assistant program director, has been transferred to the Playhouse offices, to work in conjunction with Woodbury. George Provol has been transferred from the Playhouse to the main KDYL studios, where he will handle all auditions, transcription and live shows originating from the Tribune-Telegram Bldg.

ERIC DAVIES, formerly announcer at CKY, Winnipeg, has been appointed program director of CKX, Brandon.

STUART BART, formerly of John A. Schwarz Co., New York, has opened his own agency, Stuart Bart Adv. Agency, at 114 E. 32d St., phone Murray Hill 5-9760.

CHARLES VICTOR, formerly of WKRC, Cincinnati, has joined the announcing staff of WGN, Chicago.

MAJOR ROBB has joined the announcing staff of WFVA, Fredericksburg, Va., replacing Everett Howard, resigned.

FRED B. COLE, for the last three years announcer of WBZ-WBZA, Boston-Springfield, has left for California where he will join the new Tommy Dorsey show as announcer.

BRUCE GEDDES, engineer of WJSV, Washington, sustained two broken ribs when he fell against a boat during a recent Chesapeake Bay fishing trip.

CHARLES E. DUKE, chief engineer of WHUB, Cookeville, Tenn., recently married Miss James Simmons, of Nashville.

DON PONTIUS, of the MBS staff in Chicago, has been transferred from the traffic department to sales promotion. Mrs. Myrtle Goulet has been placed in charge of traffic coordination.

ELLIOTT'S SACRIFICE

Income of $75,000 Given Up For Army Service

ELLIOTT ROOSEVELT, head of the Texas State Network, gave up a salary of $24,000 as president of that firm and additional income that brought his annual income to about $75,000, in order to become a captain in the Army Air Corps procurement division, it was disclosed Oct. 9 in Fort Worth, TSN headquarters. Capt. Roosevelt's additional income came from the sponsored commentary series he relinquished, which paid him about $1,000 a week.

Mrs. Ruth Roosevelt, his wife, who succeeded him as TSN president, will receive no salary, it was stated. She joined him with their children at Dayton, O., where he reported for duty Oct. 9 at Wright Field. In the Army, his pay as captain will be $200 per month with allowances up to $116. His duties will be concerned primarily with supplying Air Corps radio equipment.

DAVID C. THOMAS, executive vice-president and treasurer and a director of Brown & Thomas Adv., New York, resigned Oct. 1. The name of the agency remains unchanged.

STUART FINLEY, formerly of WLW, Cincinnati, has joined the announcing staff of KYW, Philadelphia. Jo-Anne Yeston, secretary to Lambert B. Beeuwkes, KYW sales promotion manager, has resigned to marry Carlos Hernandez, Cleveland importer. She is succeeded by Kae Lucas.

COL. JIM HEALEY, for six years with WGY, Schenectady, has joined WTRY, Troy, to handle the thrice-weekly series for the Fort Orange Chemical Co. of Albany, promoting a line of beauty products retailed in dime stores in Eastern New York, Vermont and Massachusetts.

Bliley

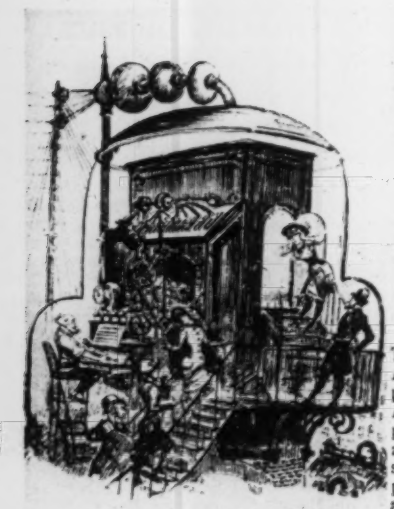
Bliley Quartz Crystals and Mountings are precision-made for all frequencies between 20Kc. and 30Mc. Catalogue G-11 describes the complete line. Write for your copy.

QUARTZ CRYSTALS

FOR GENERAL COMMUNICATION FREQUENCIES

BLILEY ELECTRIC COMPANY

UNION STATION BUILDING ERIE, PA.



THESE 1882 LITHOGRAPHS, from the collection of The Bettmar Archive, New York, are by the French illustrator Albert Robida who predicted these various phases of radio would become realities by 1952. At left is a sketch he drew to show how "Paris will be centrally supplied with music broadcast from a huge musical power plant up in the air." Center illustration was titled "A Solace in Absence—the Telephonoscope" and envisions television. The explanatory line tells of an Empire builder in the heart of Africa who, at the touch of a switch, is able to see his wife and children in person-to-person telecasts. At right is a conception by Robida of radio equipment in a Paris home that would "furnish poetry, short stories and music by pushing a button".

SATEVEPOST SKETCH DISSECTS PETRILLO

A SAGA of personal sucess, the life and achievements of James C. Petrillo, president of the American Federation of Musicians and the fabulous Chicago AFM Local 10, is chronicled in the Oct. 12 *Saturday Evening Post* in an article by Bruce Dennis, "He Was Always Good at Arithmetic".

Although the article deals principally with Petrillo's rise from newsboy to "the highest-paid labor leader in the country and, it is assumed, in the world", it gives some attention to his jousts with broadcasters, particularly the Chicago "platter-turner" episode and the 1938 AFM-industry agreement, along with the recent AFM-AGMA tiff.

Tracing Petrillo's ascendancy along with the paralleling affluence of Local 10, Author Denis comments, "Petrillo is a cannon cracker looking for a match. Indignation boils in his breast. He has a fighter's shoulders, but an almost flabby handshake which conceals the Petrillo punch as effectively as good tailoring hides the Petrillo paunch." Apart from his two high-pay jobs —AFM president at $20,000 a year and Local 10 leader at $26,000 annually—the article draws attention to a third job "for which he draws no salary", membership in the Chicago Park Board, with the comment, "He has used this position to feather the nest of many a union musician".

Success Story

Petrillo's success as head of the Chicago union is emphasized in the article. "Measure for measure and job for job, the Chicagoans are the highest-paid players in the country," the story states. "Local 10 has an income of well over $250,000 a year and has assets of more than $1,000.000. New memebrs pay an initiation fee of $100, and dues are $16 a year. Aside from these revenues, working members who make less than $35 a week pay a 2% tax. Players who get $35 and more pay a 4% income tax, with the exception of certain classes of radio and theatre musicians, who are assessed 5%. There isn't much growling; the musician in the theatre pit, who used to average $12 a week, now receives $99."

FCC Completes Special Monitor Setup Operating for Duration of Emergency

THE NETWORK of some 80 "secondary base" monitoring stations, manned by 400 radio engineers and operators on the Government's temporary rolls for the "duration of the emergency" virtually has been completed by the FCC Engineering Department with national defense funds authorized by the President.

Supplementing the work of seven primary monitoring stations and of four new primary stations being built, this new organization is working in close cooperation with the Federal Bureau of Investigation and other national defense operations as a field force. Its functions are entirely separate from the normal operations of the FCC field force, which includes station inspections, handling of operators' examinations and ship equipment clearances.

Since last June, when the President authorized a $1,600,000 fund for the work, the new national defense operations have been rushed to virtual completion under direction of FCC Chief Engineer E. K. Jett. In immediate charge is George Sterling, who has been detailed to duty as chief of National Defense Operations Section of the Field Division. Mr. Sterling's regular functions are as assistant chief of the Field Section under W. D. Terrell, veteran radio official.

Funds Authorized

The $1,600,000 fund has been augmented by another $175,000 authorized by Congress in mid-October in the Supplemental Civil Functions Appropriations Bill. This new fund is for the relocation of several primary monitoring stations (BROADCASTING, Oct. 1).

The new secondary base stations are distributed throughout the country in such fashion that each State and each of the possessions will have at least one such operation. The 200 new inspectors, many of them recruited from broadcast station staffs, and the 200 operators, are assigned exclusively to the national defense work, Lieut. Jett explained.

Each station has one mobile unit—a specially-equipped 1941 Hudson sedan, for speedy tracking down of unlicensed stations. Each car carries a cylinder-type recorder; two radio receivers which cover the entire radio spectrum including the ultra-high frequencies; a direction finder, with portable loop antenna, and an FM 30-watt transmitter and associated receiving equipment to permit intercommunication with cars. This latter equipment is similar to two-way police equipment.

The base stations, for the most part, are located on military reservations or on leased quarters —usually farms on the outskirts of cities where they have privacy of movement and also adequate space for antennas, and a minimum of noise level.

The seven primary monitoring stations have been augmented with new frequency measuring equipment and recording apparatus, as well as direction finders, all for the special defense work. Four more stations are being built, only one of which will be on continental territory—in Texas. The others will be in Hawaii, Puerto Rico and Alaska.

The defense equipment and personnel are not available for regular FCC activities, Lieut. Jett declared. The staffs are separate all down the line. The monitoring officers, manning the secondary base stations, have a Civil Service rating of $3,200 per year; assistant monitoring officers, $2,600, and radio operators, $1,620 and $1,800.

Tieup With FBI

Coordination of the FCC operations with those of the FBI, it was pointed out, is a logical one. FBI is charged with ferreting out of espionage, sabotage, violations of neutrality and subversive activities, it was explained. The FCC national defense organization does the practical job of policing the ether and of carrying out its functions of prosecuting unlicensed operations, through U. S. attorneys in the jurisdictions in which they are discovered.

The FCC is paying particular attention to international propaganda broadcasts from abroad, and is making spot check recordings regularly. Lieut. Jett explained that a staff of translators has been retained in Washington to examine the contexts of these foreign broadcasts. He emphasized that the FCC is not intercepting messages handled by common carrier services.

The FCC's policing function is not unlike that of other police organizations which patrol their particular "beats". In radio the "beat" is the ether, and occasionally improper operations are uncovered, he pointed out.

The entire FCC field force, with the temporary defense organization, now totals 520, of whom 120 are regular radio inspectors. In addition, a temporary staff of 25 has been enrolled in Washington to examine upwards of 100,000 proof-of-citizenship forms returned under FCC order.

The FCC is maintaining a wire teletype circuit between Washington and its 11 monitoring stations. It plans to have installed shortly a high-frequency circuit connecting the monitoring stations for the national defense operations and particularly for direction finding purposes.

With Mr. Sterling detailed to national defense work exclusively, George Turner, former inspector in charge of the Atlanta office, temporary has been assigned as acting assistant chief of regular operations of the Field Section. Wayne Mason has been named assistant to Mr. Sterling, and is in charge of equipment procurement and maintenance of the National Defense Operations Section.

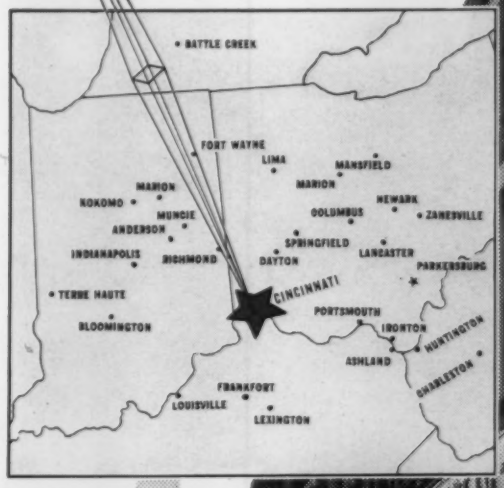
Food Institute Buys Time

AMERICAN INSTITUTE of Food Products, New York, broker for about 20 food manufacturers and dealers, is sponsoring for the second year programs on WMCA and WINS, New York. *Food Forum*, on WMCA one half-hour daily, presents Dr. Shirley W. Wynne, former New York City health commissioner, in talks on health and child guidance, playets, an audience participation show and a series of contests on Tuesdays titled *Kook Kwiz*, consisting of questions on cooking. Prizes are baskets of groceries, coffee makers and cash. On WINS, the Institute continues to open the station with *Musical Clock*, series of band recordings five times weekly and is sponsoring three INS news periods weekly. Business is placed by the Institute for national and local advertisers who are members.

WLW IS A 'BUY'-WORD IN PARKERSBURG

It's a 'buy'-word among Parkersburg people because they listen regularly to The Nation's Station and are naturally partial to the products they hear advertised on it. And it's a 'buy'-word among manufacturers with goods to sell in Parkersburg and a 'buy'-word among manufacturers, merchants and consumers in the more than a score of other rich trading centers.

REPRESENTATIVES: NEW YORK—
TRANSAMERICAN BROADCASTING &
TELEVISION CORP., CHICAGO—
WLW, 230 N. MICHIGAN AVE.
SAN FRANCISCO—
INTERNATIONAL RADIO SALES



PARKERSBURG, W. VA.

Four and one-half hours from Cincinnati by train but split seconds by WLW.

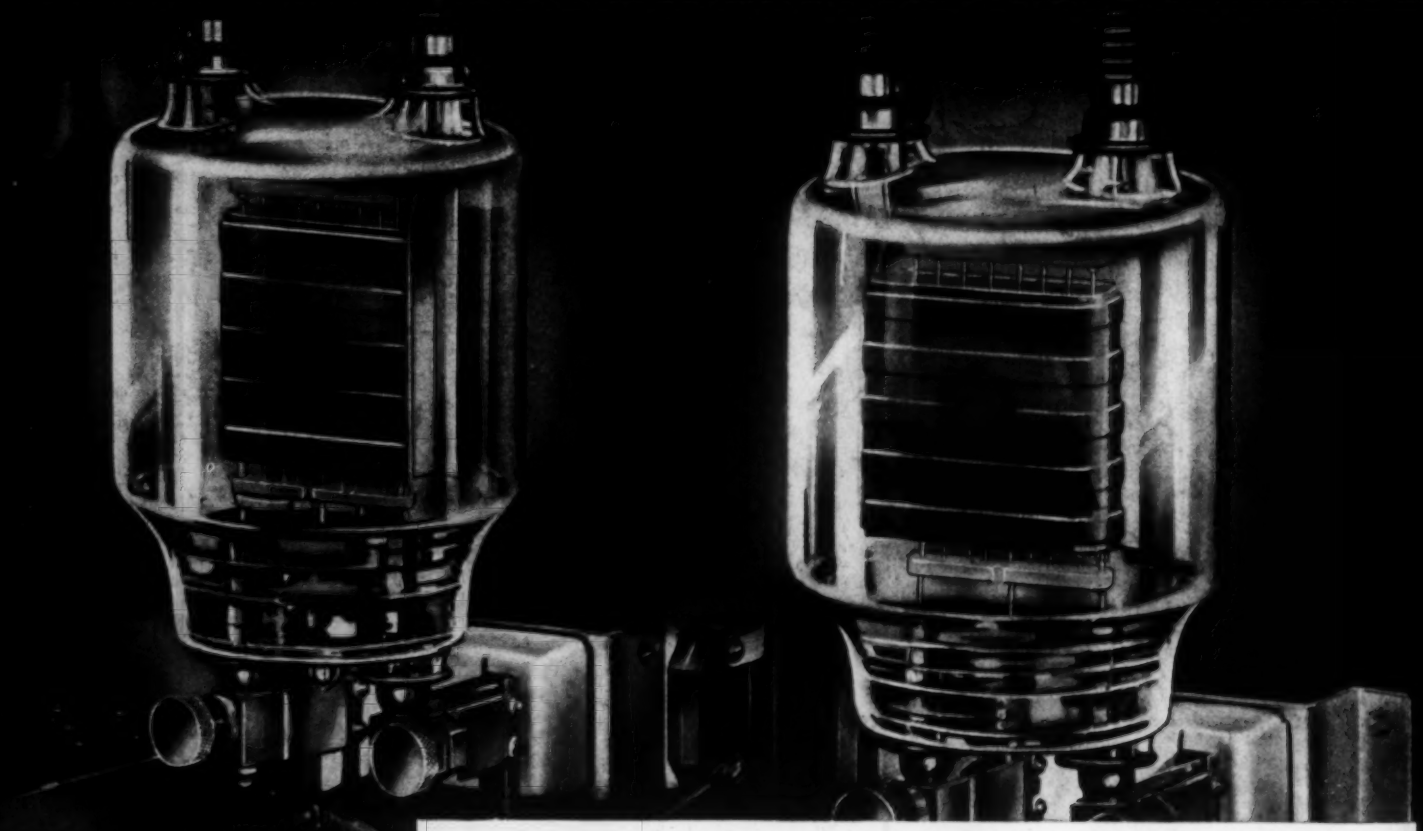
Population, 1930	29,623
Retail Sales, 1939	$14,279,000*
Wholesale Sales, 1939	$10,011,000*
Per Cent of Nation's Buying Power (trading area)	.0871%*
Radio Homes, 1939 (Wood County)	13,470

*Estimated by SALES MANAGEMENT.

WLW

PRINTED IN U.S.A.

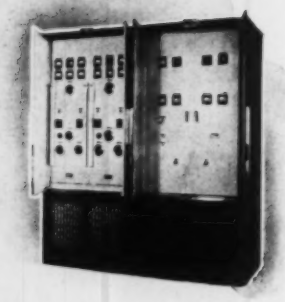
RATINGS UP..PERFORMANCE IMPROVED..PRICE UNCHANGED



RCA-833-A

R-F POWER AMPLIFIER, CLASS B MODULATOR

1.6 KW* Maximum Power Output at Frequencies up to 20 Mc



Chosen for RCA'S Outstanding New AVT-22 Communications Transmitter

A typical example of the capabilities of the RCA-833-A is found in the new, ultra-modern RCA AVT-22 General Communications Transmitter. Using two 833-A's in the final class C power amplifier and two 833-A's in the class B modulator, this equipment has a maximum power output of 2½ kw on frequencies of from 2½ to 12 megacycles, and an output of 2 kw from 12 to 19 megacycles. Power output of the AVT-22 can be doubled by using two additional 833-A's, in both the modulator and final stages. The unit, employing a total of eight RCA-833-A's, is then known as the AT-22A.

Measured by every characteristic from long life to power output—or any other factor by which tubes are judged—the RCA-833 has long enjoyed a reputation unexcelled. Now, with the famous RCA Zirconium-coated plate and with other processing refinements, a new, improved form of this type—the RCA-833-A—offers even greater value for r-f amplifier or class B modulator service. The 833-A provides an increased maximum plate dissipation of 450 watts (ICAS) *at no increase in price.* It can be operated in class C telegraph service with a maximum input of 2000 watts, (ICAS) at frequencies as high as 20 megacycles. (Forced air ventilation is required with ICAS ratings.) With CCS ratings, the maximum input is 1800 watts.

Small and compact, the 833-A offers Kilowatts of power in a tube less than 9″ in overall height and 4⅝″ in diameter! By employing forced-air cooling, it can be used to boost power substantially in applications now served by the popular RCA-833. Because of its high perveance, this new tube operates at high plate efficiency with low driving power. The plate, grid and filament are supported by their respective post terminals. This design provides a rugged structure which makes bases unnecessary.

MAXIMUM RATINGS AS R-F POWER AMPLIFIER—CLASS C TELEGRAPHY

	Natural Cooling	*Forced-air Cooling*	
	CCS	*CCS*	*ICAS*
D-C Plate Voltage	3000	4000	4000 volts
D-C Plate Current	500	500	500 milliamperes
D-C Grid Current	75	100	100 milliamperes
Plate Input	1250	1800	2000 watts
Plate Dissipation	300	400	450 watts

List Price **$85.00**

**ICAS Ratings for class C telegraph service.*

RCA